

ORIC Invites Applications for Applied Research

Non-Cash Incentives

IP Policy presents very lucrative non-cash incentives for researchers conducting applied research. You can win Annual Rector Innovation Award by doing final year project for industry and society. You can also win Scientist of the Year Award by qualifying the criteria.

Cash Awards

The UMT IP Policy provides you cash awards at every step of your success in your research and technological journey. You can get cash awards on winning research grants, conducting contract research, getting patents and selling your technology.

Income from Research

The UMT IP Policy ensures significant share of the researcher from the earnings generated through research. The researcher gets high share from contract research income and sale of technology. The researcher also gets remuneration from project grants as PI.

Promotion and Increment in Annual Appraisal

IP policy of UMT presents high weight in annual appraisal by HR-UMT. You can achieve good marks for research grants, contract research, patents and technology sale in your annual appraisal and promotion.

Why Applied Research?

Do Applied	Patent your	Sell your
Research & Win	Research & Win	Research & Win
High Weight in Annual	High Weight in	High Weight in
Appraisal	Annual Appraisal	Annual Appraisal
Cash Awards	Cash Awards	Cash Awards
Win Scientist of the	Win Scientist of the	Win Scientist of the
Year Award	Year Award	Year Award
PI Remuneration	Income from Patent Sale	Income from Technology Sale

Research Enclave

ORIC provides a dedicated exclusive workspace for selected scientists/researchers to conduct research and write for funding opportunities /grants regularly in a peaceful environment.

ORIC Services

- Financial Planning for Projects and Support Services
- Technology Transfer and IPR Services
- Industry Liaison and Collaboration Services
- Admin Services

ORIC Organizes Workshop on Challenges of Chemical Industry and Academia

UMT Office of Research Innovation and Commercialization (ORIC) organized a workshop on 'Technology Challenges of Chemical Industry and Role of Academia' in collaboration with UMT International Conference on Pure and Applied Science (UICPAS) at the UMT Campus on October 7, 2017. The workshop was attended by renowned CEOs. Directors and Members of Pakistan Chemical Manufacturers Association (PCMA). A large number of participants, guests and speakers from different departments and schools attended the workshop.

Rahmat Ullah, Manager, Research and Development, ORIC, welcomed the guests and gave an overview of the sessions. He, along with Naveed Ashraf, gave presentations on the technological challenges of chemical industry. Iqbal Kidwai, General Secretary, PCMA, discussed the



Distinguished panelist of the workshop: GM Miana, Arif Bashir, Kashif Chaoudhry, Iqbal A Kidwai, Dr Aamir Ijaz and Dr Mahmood Saleem

current challenges faced by the chemical industry. Nabeela Intisar, CEO, Waleed Tech, shared her success story with the participants. Kashif Choudhary, Director, Mian Chemicals, Sufi Pervaiz, CEO, Pharmagen, Khurram Sultan, Sultan Chemicals, Naveed Ashraf, R&D Manager, SRC (Private) Limited, Ahmed Gill, Technical Manager, Chem Tech, Prof Dr Amir Ijaz, Director, Institute of Chemical

Engineering and Technology, Punjab University, were the main speakers on the occasion. The question and answer session highlighted the role of government in response to these challenges and provided solution to these problems. **Dr Muhammad Aslam**, Rector UMT, concluded the session and appreciated the efforts of **Abid H K Shirwani**, DG UMT and Director ORIC, and his team on organizing such an interactive session.

UMT-ORIC Participates in HEC-LUMS Technology Competition

The Office of Research Innovation and Commercialization (ORIC) at UMT was among the 18+ universities from Central Punjab, which showcased 66 projects in different areas in a HEC-LUMS Technology Competition, hosted by LUMS to celebrate HEC's 15 years of excellence on September 27, 2017. **Abid H K Shirwani**, DG UMT, congratulated the winners and presented them with certificate.

The project titled 'Autism Identification and Learning through Motor Gesture Patterns' by Computer Science Department, SST, got a certificate of appreciation for being in the top 5 positions in HEC-LUMS Technology Competition. The project team consisted of: **Dr Sajid**

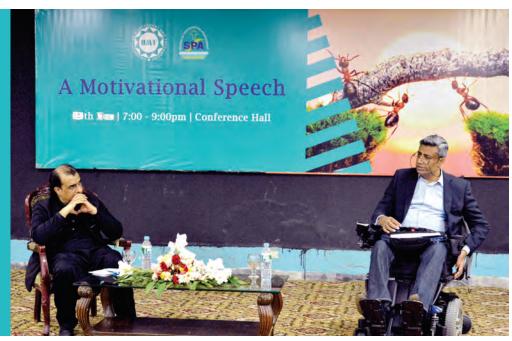


Students share their achievement certificate with Abid H K Shirwani, DG UMT

Mahmood, Supervisor, Kashmala Fatima, Anum Dastigir and Insha Rafique. The team of the selected project has been invited by HEC to participate in the mega event at Pak

China Center, Islamabad. This is a great honor for UMT that four other projects from SEN and SST have also been shortlisted for the mega event in Islamabad.

Niaz Malik Gives Inspirational Talk to **SPA Students**



The School of Professional Advancement (SPA) at UMT invited Niaz Malik, Chief Executive Officer, Zong, and Chief Information Officer, PTCL, to deliver a motivational speech at the UMT Campus on December 13, 2017. He was warmly welcomed by Dr Naveed Yazdani, Director SPA. While talking to

students, Niaz stated that life should always be considered as an exciting journey, which offers numerous opportunities at every step. We should avail all options to make our mark in life. He encouraged students to remain calm and optimistic during tough times. When you face severe challenges in life, you become strong and positive. Keep in mind, life changes constantly and our inner strength can help us overcome those challenges, he further commented. Malik also stated that ideas and imaginations have no limitations; we must work as a nation, remain consistent and dedicated towards our goals and should have faith in Allah.

OHR Takes Initiative to Engage UMT Employees

The Office of Human Resources (OHR) has taken the initiative to engage UMT employees at all levels and help them to make the best of their professional and personal experience here.

This is in keeping with the conventional wisdom that intangible factors motivate employees the most: if employees feel that they are valued, and their work is helping the organization to achieve its overall objectives, they tend to stay longer and deliver more.

Beginning with the new employees, OHR has standardized procedures for helping them adjust to the new working environment; this includes welcoming them through presentation of orientation kits and explaining to



them the policies and benefits accruing to them at UMT. New employees are also presented with introductory brochures and handbooks covering various facets of professional life at UMT. Employees who complete a year of service at UMT will be pleasantly surprised to find work anniversary wishes

awaiting them in their inboxes. Those who have been working here for longer periods can expect to find birthday greetings and anniversary wishes enumerating the years of services at UMT. These measures are part of the OHR campaign to initiate a series of measures to make UMT a great place to work.

UMT Annual Book Fair Draws Hundreds of Book Lovers



Dr Zahir ud Din Babar Khan, DG, Punjab Libraries, inaugurates the UMT Book Fair 2017

Dr Zahir ud Din Babar Khan, DG, Punjab Libraries, inaugurated the UMT Book Fair which was held at the UMT Campus from December 19-21, 2017. Sharing his views, Dr Zahir acknowledged the role of UMT in promoting a serious academic culture among the students.

He stated that the purpose-built campus and the library at UMT is

indeed impressive. This reflects the commitment of UMT management towards enlightening the minds of the students who pass through the gates of this great institution of learning. He also commented that UMT is becoming one of the top private sector universities.

More than 40 stalls have been set up by national and international vendors

and publishers. The book fair was attended by as many as 10,000 students and faculty members.

Food stalls were also organized on the occasion. Numerous publishing houses, including Oxford, Atlas, Allied, Absco, Elan Vital, Second Wind, Knowledge Bank, among others, offered books at discounted prices.

SAP Celebrates World Town Planning Day

The Department of City and Regional Planning at School of Architecture and Planning (SAP) at UMT celebrated the World Town Planning Day (WTPD) on November 8, 2017. The aim of the event was to focus on implementation of the UN sustainable development goals and new urban agenda. The Department also organized a competition, 'I am an Urban Planner,' in which students of BS City and Regional Planning actively participated. The students highlighted the problems of Lahore city from the perspective of town planners. They highlighted the issues by presenting them graphically on charts and provided solutions of these problems.



Prof **Dr Muhammad Yusuf Awan**, Dean SAP, and **Dr Fariha Tariq**, Chairperson, Department of City and Regional Planning, were the judges of the competition. They highly appreciated the efforts of students and the department for celebrating the World Town Planning Day.

IAS Organizes Workshop on Latest Trends in Global **Aviation Industry**

The Institute of Aviation Studies (IAS) held an interactive session at UMT Campus on October 19, 2017, for the students of Aircraft Maintenance Engineer's Technology. Kashif Rehan from Emirates Airline was the guest speaker. The aim of the session was to allow students to develop a broader realistic perspective of the aviation industry, beyond the scope of university studies. He shared his professional experience and told them that a recognized degree from a well-known institution is essential for this career. He talked about key aspects of career prospects, trends and general maintenance practices for EASA licensing. It is worth mentioning that Kashif Rehan has been a part of the



aviation industry for the last 20 years and began his career in aviation from an apprenticeship course, which paved the way for his success at Emirates. He holds a B2 license as a qualified aircraft technician, which is the way forward to become an aircraft engineer. Kashif has also worked on avionics systems on a range of aircrafts including the Fokker, A310 and A380. The session concluded on a question and answer session.

SPA Organizes Workshop on Turning Computer Science Projects into Successful Business Ideas

The School of Professional Advancement (SPA) at UMT organized an interactive workshop on 'Turning Computer Science Projects into Successful Business Ideas' at the UMT Campus on October 5, 2017. The workshop was organized through a collaboration between CS/IT Department and Case Research Unit at SPA. The trainers of the workshop were Talha Zubair Ahmad Khan, Lecturer, CRU, and Abdul Haseeb Shujja, Lecturer, CS/IT.

The students of Computer Science and IT who are working on their first year final projects attended the session. The aim of the workshop was to encourage participants to work on unique projects and convert them into successful business propositions of innovation.

In the first half of the workshop, lecturers gave an overview of the business plan and stated how an



effective plan can help new entrepreneurs. The participants were informed about creating effective marketing, operations and production plans along with achieving realistic financial goals. Important tips to attract investors were discussed.

The second half of the workshop focused on following practical

approaches and participants were asked to design their business plans, starting from proposing a potential business idea, analyzing its feasibility and then finalizing a plan. Students appreciated SPA for organizing the workshop and hoped that more workshops would be held in the future.



IAS RC Air Flying and Sky Lanterns Show Bewitches Spectators

IAS students present RC flying models ready to be flown

The Institute of Aviation Studies (IAS) organized a Remote Control (RC) Flying Air Show at UMT Greens on December 15, 2017. **Dr Muhammad Aslam**, Rector UMT, and **Abid H K Shirwani**, DG UMT, were chief guests on the occasion whereas Capt. **Dr Rizwan Afzal**, Founder and Head of Miniature Aircraft Association of Lahore

(MAAL), were the guests of honor. All the guests were warmly welcomed by the Principal IAS. Capt. Dr Rizwan Afzal had made special arrangements for the IAS event by providing RC Flyers from MAAL to display their skills at UMT. Souvenirs and certificates were also distributed among RC Flyers which included Amir Waheed, Ali Yousaf,

Hasin Jaffery, Hassan Rehan, Imran Raheem, Jahanzaib Zia, Khalid Bhatti, Manzoor Ahmad, Muhammad Gul, Sajid Khan and Zain Asif. The event was followed by a remarkable show of sky lanterns. Students, faculty and staff enjoyed the vibrant festivity. A camp bonfire was also arranged by the aviation students of Batch 11.

Mansoor Ali Khan Hosts Debate at UMT Campus



The Office of Communications and Media (OCM) and UMT TV, organized a debate on 'Pakistan, Media and Youth.' Mansoor Ali Khan, famous anchor of the popular current affairs show from Express News, hosted the show at the UMT Campus on November 6, 2017. He invited renowned politicians Mehmood Ur Rasheed, (PTI) and Javed Latif, opposition leader from (PML-N) and (MNA). The talk revolved around the impact of the media on forming public opinions towards political and social issues.

Lahore City Traffic Police Visits UMT Campus



The Office of Public Relations (PRO) hosted a show of City42, 'Lahore ki Awaz' at UMT Campus on November 11, 2017. **Rai Ejaz Ahmed**, Chief Traffic Officer, Lahore was the chief guest on the occasion. Expressing his views, Ejaz Ahmed said that it is the responsibility of every citizen to follow traffic rules and make the roads safe for everyone. He said that cameras are being installed at every corner of the city to activate automatic system of traffic ticketing. **Dr Muhammad Aslam** also presented souvenir to the distinguished guest.

UMT TV







Talk with Dr Muhammad Younis Butt, Pakistani Screenwriter and Humorist



Talk with Asad Ullah Khan, Anchor 92 News













Alumni Success Story

Saima Ashraf

MBA P - Batch 41 Author, Adret SEO, Content/Creative/Copywriter/Business Writer Director CSR (Corporate Social Responsibility) Mega Vision Group of Companies

My creative and literary journey began from an early stage in my life. Coming from a literary background, I was lucky to find a supporting environment. My parents and elder brothers encouraged me to write. My family played a huge role in my success and efforts to gain recognition. They supported me throughout my struggles to get an education and make a mark in life. The fact that I come from a literary background and looked up to renowned civil servant and author Qudrat Ullah Shahab, who was a relative as well as an inspiration, also played a role in shaping my future.

UMT- the Game Changer of My Life

UMT not only gave me a great learning experience but also provided avenues for personal growth. When I entered UMT for the first time, it was the culture that attracted me.Although I am a special person, I never felt handicapped in anyway. My major focus was on completing my studies but there were plenty of opportunities to polish my literary talent. So I kept balancing the tough schedule of my MBA program with numerous co-curricular activities. I served as the Vice President of UMT Literary Society. UMT supported me during my MBA program and UMT Adbi Baithak gave me opportunities to meet the renowned personalities of the country and learn from them. I served the UMT Literary Society as its Vice President. Later, I was honored to become member of the Editorial Board of Syaadat, the first literary magazine of UMT.

Beginning of My Professional Career

I began writing both prose and poetry in my school years, my literary works as a writer and poet were published in college. I contributed in Urdu journals and newspapers including Muaasir International, Arzang International and Nawa-i-Waqt, as poet, writer and columnist. When I was ready to get my debut novel Adret published, it was UMT that came forward to help me as publisher and paid my due royalty. I am an author because of UMT. Being a special person, UMT extended all possible support and inspired me, both as a student and an author. I was privileged to become the member of Editorial Board of the first literary magazine of UMT. Now, I am converting my debut novel into Urdu drama serial to create awareness about special people. Other upcoming publications include a book of Punjabi and Urdu poetry.

Adret: The Debut Novel

Adret is based on a sad demise of my college mate, who committed suicide because of an incestuous attack by her father. She was paralyzed; it shook me from inside and I decided to highlight her not merely as a tragedy but as a voice of the special people, especially those who are in far-off areas of Pakistan. The book was launched in Alhamra Arts Council by LCCI and digitally, at IT Conference in Islamabad. I have been awarded for being the first special author of Pakistan.

Blogging

My blog is basically my observations, thoughts, and inner self. What I see all around me, I say it on my blog. From personal to the social, from social to the international, it covers many things. All that interests me is my blog. All that I see is reflected in my blog.

Time to Give Back

My pen is my power. I often say that every world is the world of words and Allah Almighty has blessed me with the world of words. My pen, my power will always be there for my alma mater which taught me the true meanings of life.

My Advice to UMT Students

Never miss learning opportunities along with your academics. Seminars, conferences, and other tools are important academic mediums, which you will only find, once in your life. So do not miss them and polish your abilities and talents.



Built Houses as a Tool to Control Residential Land Speculation - A Case Study of Bahria Town, Lahore

Minahil Nawaz and Areesha Gul

Abstract

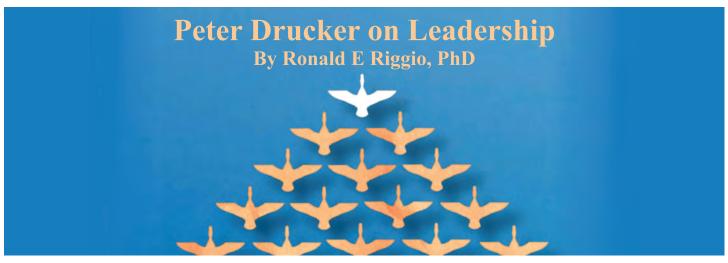
Lahore City, on its way to becoming a Metropolis, has created serious urban problem of inadequate housing. In response to rapidly increasing housing deficit, the Government has now incorporated private developers. In this regard, Bahria Town has emerged as a big real estate brand causing land speculation. Land, which was used to be a resource, has now become a commodity. This paper investigates emerging trends, in the local real estate market by comparing speculation of residential serviced plots and built houses. In addition to that, it will also dig out respective causes and impacts on the price variances particularly in Bahria Town Lahore. The research presents that providing built houses instead of serviced plots in Bahria Town Lahore has been an effective tool in controlling residential land speculation and, hence, directly cutting down the demand for housing.

Introduction

Societies all over the world continue to face severe and continued housing shortage, especially because of the repercussion of commoditization of scarce resource i.e land. A roof over the head is the third basic human need after food and water, yet millions of people long for one. Urbanization is one of the preconditions of development; and, in that context, Pakistan is developing at a rapid pace and generating various problems. Pakistan is currently experiencing a 25.4% increase in urban population fraction per decade (Sikander, 2014). Urban population in Pakistan was last measured at 70,877,513 in 2014. Representing around 38% of the total population, according to the World Bank estimates, more than 50% of the population will be living in urban areas (WDI, 2015). Hence, the housing backlog in Pakistan is rising exponentially. The housing backlog in Pakistan is more than 6 million housing units, and that number is growing by approximately 300,000 housing units every year. This trend is mostly being observed in urban areas (Shehzad, 2009). The Capital Development Authority has asked the private sector to help resolve the growing housing problems in Islamabad (Zafar, 2014). As per the records of Lahore Development Authority, there are around 259 private housing schemes (approved and under process) in Lahore Metropolitan (LDA, 2017).

Complete colonization of these housing schemes can contribute significantly to the housing backlog. The infill development on these speculated parcels of land can result in financial savings on infrastructure and costs of other services and can also help to achieve the national goals of decreasing the housing backlog and housing intensification (Puustinen & Viitanen, 2015). A notable characteristic of housing schemes, whether developed by formal public sector or by private sector, is that many of these are vacant despite of being built long ago (Anjum & Hameed, 2016). It is a common approach worldwide these days to invest in real estate. In his paper on land speculation, Ely wrote that prudent purchase of land is a better investment for the ordinary man than stocks and bonds (2013). Americans also have been speculating heavily on real estate for centuries, and vast fortunes have regularly been made and lost (Glaeser, 2013). The ultimate purpose of land speculation is capital gains in short term (Ho & Kwong, 2002).

Note: This research paper was published in Habitat International, a journal of Elsevier (impact factor 2.285). It is available online at: https://www.sciencedirect.com/science/article/pii/S0197397517304022



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

OBITUARY

In Loving Memory of Dr Haroon Rasheed (1979-2017)



The UMT community has suffered an irreparable loss due to the sudden demise of Dr Haroon Rasheed who suffered a fatal heart attack on December 20, 2017. Dr Haroon served as Chairperson, Department of Marketing at the School of Business and Economics (SBE) and was also the Founding Director of the UMT-CPEC Business and Research Center (BRC). Dr Haroon was working on a project regarding consumer buying intensions for a Five Star Health Club in Sialkot for Anwar Khwaja Industries Sialkot, one of the leading business groups of Sialkot. He also served at Indus International University Project as Project Director where he served at a strategic level. He had also worked for TEVTA as in charge of Computer Training Center.

Dr Haroon Rasheed earned his PhD in Marketing from Wuhan University of Technology, People's Republic of China, and major area of his research was consumer's behavior, services marketing and brand management. He had also earned his MBA and LLB degree from Bahauddin Zakariya University, Multan and BCS (H) degree from Hamdard University, Karachi. He also taught PhD level courses to international students of Wuhan University of Technology and did a project with Civil Aviation Authority of Hubei province.

He presented seven papers in international conferences. Dr Haroon Rasheed was an entrepreneur, motivational speaker, mentor, coach and consultant. He regularly delivered talks on leadership, motivation, dedication, hope and power of human being. He also conducted several consultancy projects and helped organizations overcome their problems. He conducted training programs for various organizations. He was a C-Level coach to prepare business leaders for JVs, mergers and acquisitions. He was instrumental in forging UMT's alliances with reputable international universities and think tanks. This includes MoU signed with Wuhan University of Technology, China, and a Chinese Government Think Tank.

The UMT community has lost a trusted and valuable colleague, mentor and compassionate human being. His death has left a deep void in the hearts of all those who had the privilege of knowing him. He will be missed by his friends, family, colleagues and students.

UMT Community Pays Tribute to Dr Haroon Rasheed

Dr Haroon Rasheed left us with his numerous achievements which will be valuable for coming generations. My heartfelt condolences go out to his family. His truly lovable and kind presence will be surely missed and he will be forever remembered in our prayers.

Abid HK Shirwani, DG UMT

He was the competent chairperson and faculty member of SBE-UMT, and was the most favorite teacher among the students. Dr Haroon's death is one of those losses in which your heart also cries with your eyes.

Dr A Rashid Kausar, Head UMT-QEC

Dr Haroon always spread love and happiness around his companions.

Muhammad Yousaf Jamil, Director UMT-QEC

It was a painful moment for me to know that my beloved friend Haroon Rasheed is no more with us. **Asher Ramish**, Director CENTIN-UMT

DELL Organizes Seminar to Highlight New Trends of Literary and Linguistic Studies

The Department of English Language and Literature (DELL) at the School of Social Sciences and Humanities (SSS&H) organized a seminar on 'New Trends in Literary and Linguistic Studies' at the UMT Campus on November 17, 2017. **Dr Muhammad Aslam**, Rector UMT, was the chief guest on the occasion. The proceedings were initiated by **Dr Abdul Hameed**, Dean SSS&H, who appreciated the Department for organizing such seminars regularly.

The invited speakers talked about various aspects of linguistic and literary studies in the Pakistani context. **Dr Tariq Rahman**, renowned academician from Beaconhouse National University, discussed the historical evolution of Urdu language with reference to the efforts spent in giving it a Persio-



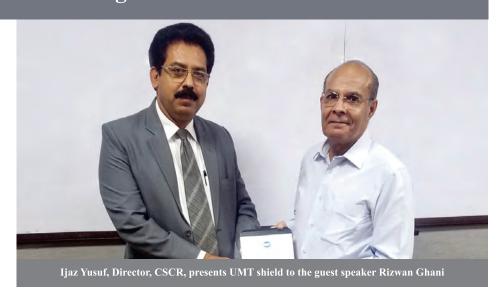
Dr Muhammad Aslam, Rector UMT, snapped with key speakers at the conclusion of seminar

Arabic character. **Dr Asher John**, Assistant Professor, Forman Christian College, argued against the presumed existence of consonant clusters in the Punjabi language. **Dr Maryam Wasif Khan**, Assistant Professor, LUMS, debated the futility of violence and war in the Pakistani context with reference to the Ancient Greek epic Iliad. **Dr Naveed Rehan**, Associate Professor, DELL, described the emergence and potentialities of creative non-fiction as the fourth genre of literature with a focus on real life narratives delivered in masterful, aesthetically sophisticated prose.

CSCR Supply Chain Forum Highlights Managing Change in Live Organization

The Center for Supply Chain Research (CSCR) at SBE invited **Rizwan Ghani**, Former General Manager, Packages Ltd, Pakistan, to speak at the 27th Supply Chain Forum, 'Leading and Managing Change in Live Organization,' at the UMT Campus on October 30, 2017. It is worth noting that Rizwan Ghani has 34 years of diverse experience of management and leadership.

Rizwan shared his experience regarding the successful implementation of procedures within departments, business units and companies within and outside Pakistan. He passionately spoke about people, motivated students to work hard and talked about his traveling experiences. Prominent faculty members who participated included **Asher Ramish**, **Usman**



Khalid and Mubashir Munir.
Students from the classes of MS
Supply Chain Management, MBA
Supply Chain Management, MBA
Executive Evening and MS SPA
attended the session. The session was
followed by question and answer

session. **Ijaz Yusuf**, Director CSCR, presented UMT shield to the speaker. Earlier, the forum began with the recitation of some verses from the Holy Quran. Ijaz Yusuf also elaborated upon the scale of activities of the CSCR.

Naeem Ahmad Highlights the Value of Salam-Based Finance in Agriculture

The Institute of Islamic Banking (IIB) arranged a seminar titled 'Bai, 'Salam in Agriculture Sector: A Case Study of Pakistan' at the UMT Campus on November 4, 2017. Dr Mohammad Avaz, Assistant Professor at IIB, introduced Naeem Ahmad, Secretary, Federal Board of Revenue (FBR), Islamabad, as the guest speaker. He delivered an effective lecture on contemporary issues in the conventional agriculture finance sector of Pakistan, which is totally based on riba (usury). His lecture was survey based, which showed that the agriculture sector of Pakistan was deteriorating day-byday.

Naeem suggested a shariah compliant model, as an alternative, which will be more efficient and viable. He also pointed out that despite having resources, the Government has not given full



Attendees snapped during the IIB finance seminar

attention to the development of agriculture sector in Pakistan. The students were enlightened about the potential role that salam can play in the development of shariah based or interest-free agriculture sector in Pakistan. He emphasized on the Government's willingness to promote salam-based finance and suggested

the establishment of separate Salam Authority to regulate those financial institutions particularly dealing with salam-based finance in the agriculture sector of Pakistan. The seminar ended with vote of thanks by Dr Mohammad Ayaz, after presenting souvenir to the guest speaker.

Khadijah Siddiqui Shares Her Story of Courage with **UMT Participants**

Khadijah Siddiqui, a law student, who gained the respect from her peers and civil society for standing out against injustice, was invited to share her experience at the UMT Campus in a seminar organized by the Center for Human Rights and Justice (CHRJ), in collaboration with OPA and Gal's Zone. The seminar, titled 'Road to Courage: An Interactive Session with Khadijah Siddiqui' was held on November 7, 2017.

Khadija initially became the subject of news headlines when she became the victim of a brutal crime – she was stabbed 23 times in 2016 by Shah Hussain, the son of a senior lawyer. Rather than suffer in silence, Khadija stood against injustice and fought the



Khadijah Siddiqui shares her courageous story with the audience

legal battle against Shah Hussain for over a year. The culprit was sentenced to 7 years of imprisonment by a Judicial Magistrate at Cantonments Courts, Lahore. Sharing her trials and triumphs, Khadija said

that all of us should stand against injustice and never let adversity get us down. She said that being a law student herself, she felt that it was her duty to fight for justice. The audience were deeply inspired by her.



Internationally Famed Body Builder Tamer El-Guindy Visits UMT

Dr Muhammad Aslam, Rector UMT, presenting souvenir to EL-Guindy

Tamer El-Guindy, an IFBB Professional Bodybuilder and 2 times winner of Mr USA title (2009, 2011), visited the UMT Campus on October 19, 2017 on the invitation of OPA.

Dr Muhammad Aslam, Rector UMT, and **Robert F Wheeler**, Dean SBE, along with OPA team welcomed the distinguished guest. Sharing his views, El-Guindy said that passion, dedication, consistency and hard work are the keys to his

success. He further stated that he had loved sports since childhood and played basketball, soccer, swimming and track/field for years, which led him to pursue career in body building.

Tamer has an academic background of organizational leadership. While talking to students, he shared business strategies, types of clientele and latest market trends of the sports world. Tamer also said that he will be offering visa facilities to UMT students through different sports exchange programs and will be introducing UFC Gym in Pakistan. He also shared fitness techniques and guided students to eat healthy and do exercise regularly to take prevent diseases.

In the end, Dr Muhammad Aslam presented souvenir to Tamer El-Guindy, followed by a group photograph.

UMT Launches
Diversity Club for
Special People



Members of Diversity Club participate in oath taking ceremony

UMT Office of Participant Affairs (OPA) launched a new club titled Diversity Club in collaboration with UMT Disability Resource Center on December 19, 2017. A total of 5 members from the Disability Resource Center participated in an oath taking ceremony and were

selected for the Executive Body of the Club.

The Diversity Club also held its first session, 'Learn to Give' which highlighted the talents of special people. **Suleman Arshad**, Founder and President of the Pakistan Para Climbing Club and recipient of the

Commonwealth Award for Para-Climbing, was the guest on the occasion. Arshad used sign language to motivate students to work for the empowerment of youth through sports. The event was followed by a souvenir distribution and group photograph.

OPD's Conflict Management Workshop Inculcates Positivism

The Office of Planning and Development (OPD) organized a training workshop on 'Conflict Management' for UMT employees on October 10, 2017. The workshop trainer, **Amir Qureshi**, Chief Executive Officer, IKL, has more than 30 years of consultancy experience in national and international organizations.

The session provided a full-day learning opportunity to employees and helped them deal with conflicting situations. The trainer taught simple, yet powerful techniques to manage the differences that impair teamwork, quality, decision-making and cooperation throughout the organization. Participants learnt the art of conflict handling and shared



their personal experiences. They participated in various exercises, role plays and group activities.

These activities and discussions helped trainees understand various work issues.

UMT Hosts the ACM-ICPC Asia Lahore Regional Programming Contest



UMT hosted the ACM-ICPC Asia Lahore Regional Programming Contest at its campus on December 31, 2017.

A total of 85 teams from Pakistan, Iran and India registered for the event while 44 teams participated in the finals.

The team Binary 01 from the Karachi Institute of Economics and Technology were declared the Asia Lahore Champion. The winning team

will advance to the world finals, which will be held in China in April 2018. Nemesis from PUCIT was declared the first runner-up, whereas Ghost's In Wires from UMT was the 2nd runner-up.

It is worth mentioning that the ACM International Collegiate Programming Contest (ICPC) is the premiere global programming competition conducted by and for the world's universities, also known as the World Cup of Programming.

In 2017, a team from UMT won the ACM – ICPA Asia Lahore Regional Contest and became a world finalist. **Nabeel Sabir Khan**, Director, ACM-ICPC Pakistan, Assistant Professor, School of Systems and Technology (SST) and coach of the UMT winning team, organized the event at the UMT Campus.

Life@UMT



Dr Muhammad Aslam, Rector UMT, presides over the 24th Meeting of Academic Council



Dr Muhammad Aslam snapped with students on the occasion of DELL Annual Dinner 2017



Rana Iftikhar Ahmad, Director OER, presents souvenir to speaker Mansur Choudry, Instructor, UCO



UMT-OER holds Alumni Get Together of Riyadh Chapter



The team of Office of External Relations (OER) snapped with alumni during a Fish BBQ Dinner



Dr Abdul Hameed, Dean SSS&H, and faculty welcome new students of Fall 2017



Omer Mazhar gives orientation to new IAS students of Fall 2017



Saima Gulzaar welcomes new SAP participants during Orientation Fall 2017



International Children's Day Celebrations at UMT Day Care Center, a project of OHR



Students display their dramatic talent during auditions by UMT Theatre Club



Faculty and students of Sociology Department snapped during their visit to Masjid, Mandir and Gurdwarah



Students from the School of Health Sciences snapped at Suraiya Azeem Institute

UMT Students Participate in Lahore International Conference on Culture



UMT students participated in the 2nd Lahore International Conference on Culture, organized by Youth Revolution Clan in collaboration with Cultural Infusion Australia at Royal Palm, Lahore, on October 3, 2017. The conference discussed new orders of cultural diversity, multicultural cities for cultural

development, creating cultural identity, preservation of cultural heritage and role of media in promoting culture for nationalism.

The students got an opportunity to interact with all the international delegates. They were exposed to multicultural perspectives and diverse

viewpoints from various nationalites. The UMT students also shared their views for strengthening cultural initiatives in Pakistan.

The participation was made possible through the joint efforts of Office of External Relations (OER) and Office of Participant Affairs (OPA).

UMT Sports Team Wins Gold Medal and Best Delegate Trophy at the USA Sports Gala '17

UMT Sports Team made the UMT community proud by participating in University of South Asia Sports Gala '17, held from November 6-13, 2017. The UMT Sports Team comprising of both male and female participants actively participated in cricket, chess, table tennis, basketball, 100 m race, Futsal, Tug of War, Arm Wrestling, Badminton (single's and double's) and various other races. The team won gold medals in 13 games out of 15, which is a remarkable achievement.

The Sports Gala concluded at prize distribution ceremony, where UMT won the Best Delegate Trophy which was received by **Khalid Naqi**, Head OPA, and **Arbab Rafique**, Sports Officer. Sharing his views, Khalid Naqi congratulated the winning



teams for their great performance and spirit of sportsmanship. He also appreciated the countless efforts of students for promoting sports among UMT students. He said that participating in sports helps in personality development of students and equips them to meet challenges.

UMT Clubs and Societies

Rovers Crew Club The Ultimate Dreamers

The Rovers Crew Club was established by the Office of Participant Affairs (OPA) in 2009 to give students a platform, where they may test their physical and leadership potential. The Club has enthusiasts whose main focus is to promote adventurous and thrilling activities at UMT. The Rovers Crew Club is affiliated with Pakistan Boy Scouts Association, a team of professionals who train UMT participants in the basics of scouting, first aid and drilling exercises, and educate them with safety measures while traveling and exploring different places all around the world.

Rovers Crew has played a vital role in forming the character of our students, promoting their physical, mental and spiritual development, and making them disciplined, productive and responsible citizens. It also provides an opportunity to the right candidates to represent UMT in national scouting events and demonstrate their physical and mental prowess in challenging situations.













UMT Sialkot Campus



Syed Raza Ali Gillani Awards Degrees to UMT Sialkot Graduates



Abid H K Shirwani, Syed Muhammad Belal, Dr Muhammad Aslam, Syed Raza Ali Gillani, Dr Hasan Sohaib Murad, Khalid Pervez Mughal and Ibrahim Murad rise for the national anthem

Sved Raza Ali Gillani, Minister for Higher Education, Punjab, awarded degrees to 275 graduates of the 1st UMT Sialkot Convocation which was held on December 19, 2017. These included 130 bachelor, 91 master and 51 MPhil degrees. UMT Sialkot Students were also awarded 6 Patron Medals, 4 Rector Medals, 3 Director Academics Medals, 3 Certificates of Excellence, 1 Extra-Curricular Medal, 3 Best Research Paper Awards and 6 Special Awards for outstanding achievements. Dr Hasan Sohaib Murad, Chairman, ILM Trust, in his address to the graduates,

stressed the significance of parents' and teachers' role in their achievements. He said that UMT has become internationally renowned as a premier institute of higher education. He congratulated Sialkot Campus management for holding its first convocation.

Dr Muhammad Aslam, Rector UMT, welcomed the distinguished guests, graduates and their parents. He said that UMT graduates are serving across the world in various fields and contributing successfully in different areas. Dr Aslam stated that UMT is expanding the scope of its

programs and student exchange agreements with various international universities. Raza Ali Gillani said that students, while acquiring international education, should not forget their cultural roots. They should maintain their national identity and play an active role in the progress of Pakistan.

Abid H K Shirwani, DG UMT, Syed Muhammad Belal, Director, Sialkot Campus, Khalid Pervez Mughal, CEO Surgicare, MPA Tariq Subhani, MPA Chaudhry Ikram and Hina Warraich, Chairman, District Council Sialkot, graced the occasion as the guests of honor.

Pointing to the expansion of the campus and inclusion of more programs and schools, Syed Muhammad Belal and Khalid Pervez Mughal said that UMT Sialkot Campus is committed to provide quality academics. Syed Belal said that the campus is fully focused in providing modern higher education at the doorstep of the local community in a state-of-the-art environment.



Gold medalists of UMT Sialkot Campus snapped on the occasion

Dr Shahid Javed Butt Attends PHEC Training Workshop on Faculty Development

Prof Dr Shahid Javed Butt. Director Academics, UMT Sialkot, participated in a workshop on teaching excellence organized by the Punjab Higher Education Commission (PHEC) in collaboration with American Institute of Pakistan Studies (AIPS), Islamabad, and University of Education, on October 6, 2017. Vice Chancellors and Deans from all the private and public sector universities of Punjab participated in the first day of the training workshop. Prof Dr Shahid Javed Butt actively participated in the workshop and discussed ways about how to improve quality in academia. He also shared views on 'Teaching Excellence' in higher education with the guests. Dr

Muhammad Nizamuddin,

Chairperson, PHEC, inaugurated the workshop and emphasized that there is a need for dialogue among faculty members and students at universities to improve teaching practices. Dr Caroline Clements, Executive Director, Center for Teaching Excellence, University of North Carolina, Wilmington, USA, was the guest speaker. She talked about the need of the Center for Teaching Excellence, perceptions on faculty teaching, addressing faculty and student issues, increasing collaboration in teaching and research, increasing students' motivation and engagement, and evaluating students and teachers



learning capacities. More than 35 participants from numerous universities attended the training sessions.

KUBAEC Holds Seminar on Entrepreneurship

The Knowledge Unit Business, Accounting, Economics and Commerce (KUBAEC), UMT Sialkot Campus, held a seminar on Entrepreneurship on November 16, 2017. Dr Shahid Qureshi, Assistant Professor and Director, Center of Executive Development, IBA,

Karachi, was invited as guest speaker. He discussed various aspects of entrepreneurship to develop better understanding among students in the field of entrepreneurial learning and help them identify resources and challenges needed to implement entrepreneurial initiatives.



Iqrar ul Hassan Visits UMT Sialkot Campus

Igrar ul Hassan, renowned television presenter and journalist, visited UMT Sialkot Campus and met with students, faculty and staff on November 10, 2017. While addressing the UMT Community, he talked on the topic of Azeem Pakistan, Qabl-e-Tazeem Pakistan and encouraged all to work positively for the progress of Pakistan. He emphasized on the students to work hard with sincerity and not rely on

the state for bringing social changes. Syed Muhammad Belal. Director. Sialkot Campus, also presented souvenir to Igrar ul Hassan as a good will gesture.

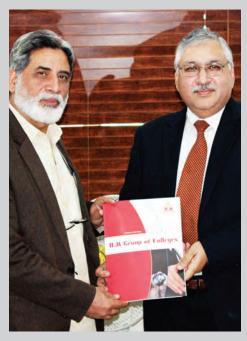




ILA Group of Colleges

A PROJECT OF ILM TRUST

MOU Signing Ceremony of ILM Colleges Barki Road, Lahore

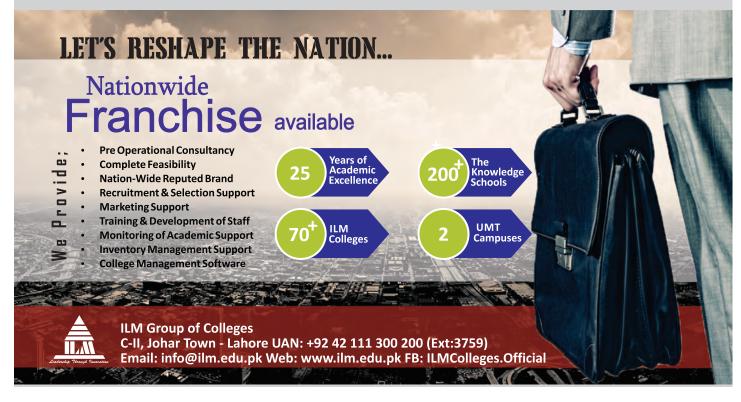












ILM Group of Colleges

Head Office Visit to ILM College Township to Discuss Admissions & Marketing Campaign













Sports Gala ILM College Nespak Campus













INSPIRE TO RISE



TKS Cricket Fest 2017 Provides Exhilarating Competition



The TKS Cricket Fest held on November 11, 2017 was graced by the presence of **Dr Hasan Sohaib Murad**, Chairman, ILM Trust, as the chief guest and **Mariam Murad**, Director TKS, as the guest of honor.

The participating teams included Quaid Kings (Quaid Campus), Johar Shaheens (Johar Campus), Kaiwan Knights (Kaiwan Campus), Alqalams Tigers (Al-Qalam Campus), Shalamar Cheetahs (Shalamar Campus), Pattoki Kings (Idress Campus), Okara Champions (IMT Campus, Okara) and Okara Rising Stars (Al-Rehman Campus). Students of different campuses gave musical performances and made the event more colorful and festive.

Addressing on the occasion, Dr Hasan Sohaib Murad appreciated the TKS team for holding such a wonderful event. He also acknowledged the participating teams and their school management for promoting extracurricular activities. He presented the trophy and prizes to the winning team Kaiwan Knights (Kaiwan Campus) and to runner up team, TKS Okara Champions (Okara Campus).

In his closing speech, **Zahid Wariach**, CEO TKS, praised the efforts of the winning team and thanked all for their active participations.

Muhammad Taufeeq, Director Marketing and his team members Imran Elahi, Manager Accounts, Sabeen Gul, Head HR, Shoaib Tariq, Manager Sales, Ume Rubab, Senior Officer Sales, Muhammad Waseem, Admin Officer and Shahzed Sultan, ILM Colleges, managed the event successfully. Souvenirs were also distributed among all the campuses.

The OPA Team led by **Khalid Naqi**, Director OPA, played a significant role on the occasion. Similarly, the Office of Communications and Media (OCM) and the Office of Facilities Management (OFM) provided great support. The Cricket Fest 2017 was also covered extensively by UMT Media.



TKS Organizes Exclusive Team Building Workshop

Mariam Murad, Director TKS, organize an interactive training session, 'Team Building to Team Bonding' at UMT Campus, Lahore, on October 28, 2017. Aly Raza Syed, Director, Center for Executive Education, UMT, was the guest trainer on the occasion. He conducted an important session which consisted of discussions, case studies, exercises, games, peer critique and other activities.

The main aim of the workshop was to make people come together in a group to do their work more effectively and efficiently. In the closing ceremony, Mariam Murad



commented that more workshops will be held in the future, as these sessions have helped her team members learn about the values of mutual respect, trust and care to lead an organization. She also presented a bouquet to Aly Raza Syed and thanked him for conducting a great session.

TKS Displays Investors Information Stalls at UMT Convocation and Career Fair

The Knowledge School Network (TKS) set up investor information stalls at the 14th UMT Convocation on November 14, 2017 and UMT Career Fair on November 30, 2017. The information desk at the Convocation facilitated alumni to become academic entrepreneurs and consider TKS a successful brand for investment. The information desk at UMT Career Fair was also another important step to attract potential investors for the future. Students, alumni and entrepreneurs showed great interest on both the occasions and raised pertinent inquiries in terms of investment.



Matholetics, Arts and Science Competition

A competition for classes 1 to 7 in Maths, Arts and Science was organized by the TKS Head Office. The program was graced by the presence of TKS Director **Mariam Murad** and Vice Chairman **Dr Abdul Hameed**. Among the other dignitaries were the Network Associates (NWAs) and the principals of different campuses. All students who took part in the competition showed their enthusiasm and interest. The NWAs and principals commended the efforts of the Head Office for organizing a well-planned competition. The top 3 position holders amongst the students were awarded with tablets, talking dictionaries and encyclopedia. Trophies were presented to the winning campuses along with the certificates.

Congratulations to all the students who won top 3 positions and kudos to the winning campuses.







Atif Khan, hailing from Swat, is a student of Mechanical Engineering at School of Engineering (SEN), UMT. A talented player of MMA Boxing and *Wushu*, commonly known as Kungfu, Atif is the recipient of the Sports Scholarship which UMT awards to outstanding achievement in sports. His acceptance into UMT paved the way for several opportunities leading to international exposures.

Atif has received many national and international awards in Mixed Martial Arts (MMA). Atif began his martial arts journey in 2013 from Shafi Martial Arts Academy in Mingora, under the supervision of his coach, **Shafi ur Rehman**. He participated in many divisional championships and won gold and silver medals. In 2013, he took part in MMA Boxing Kickboxing Fighting Competition held at TDS Fight Club, Islamabad, under the supervision of his Chinese Coach, **Master Chen**.

In 2014, Khan was selected for Pak-Afghan Friendship Combat Games and won gold medal against Afghanistan. He won another gold medal in Provincial Wushu Championship and was selected for Provincial Wushu Sanda, (Chinese kickboxing) in national championship, where he stole the limelight with bronze medal.

Atif's list of successes continued in 2016, when he won another gold medal in Inter-Regional Games in Boxing Championship. This platform introduced him to start MMA fights in Fighting Alliance, which is working for the promotion of MMA athletics within Pakistan and abroad. He participated in amateur games of Fighting Alliance and won many fights. From the platform of Fighting Alliance 5 at UMT, he won his first MMA Pro Fight on January 27, 2017. Atif represented the team Irfan (Irfy) of Mohammad Irfan, renowned cricketer of Pakistan and competed

with two other teams of Inzamam ul Haq (Inzi) and Mushtaq Ahmed (Mushy). These opportunities extended him invitations to showcase his power in Underground Battle (UGB) of MMA in Philippines and Kickboxing Championships in Denmark. However, he didn't participate due to his exams.

Atif has also represented Pakistan and UMT in the national team, which went to Iran to participate in the 2nd Asia TO'AI, Iranian Combat Sports Championship. Currently, he is taking coaching classes from Bashir Ahmad, a professional MMA fighter in One Fighting Championship, at Synergy, which is the best Fitness and Mixed Martial Arts Training Facility in Pakistan. The promising player of UMT has also received an invitation from Jackson Wink MMA Academy in US for professional training and looks forward to join the Institute in the near future.

Research and Publications

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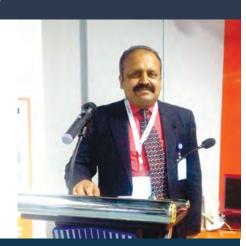
Research Papers Authored by Muhammad Yousaf Jamil Accepted for Publication in 5th INTCESS, Istanbul

- Research papers authored by **Muhammad Yousaf Jamil**, Director UMT-QEC, have been accepted in the 5th International Conference on Education and Social Sciences (INTCESS) scheduled to be held on February 5-7, 2018, Istanbul, Turkey. The research papers are titled as given below:
- Futuristic Perspective of Technology, Innovation and

Entrepreneurship: A Conceptual Framework for the Success of any Organization

• Key Attributes of Highly Effective Teachers: Proposed Framework through Literature Survey

INCTESS 2018 is a multidisciplinary conference that aims to discover the most recent researches in all fields of education, social sciences and humanities.



Dr Ayesha Mohyuddin Presents Research Paper at International Conference in Canada

Dr Ayesha Mohyuddin, Associate Professor, Department of Chemistry, at the School of Science (SSC) at UMT presented a research paper entitled 'Synthesis and Analysis of Environment Friendly Gelatin Grafted Biodegradable Polymer' at International Conference on Sustainable Development (ICSD)

which was held on August 9-10, 2017, at Carleton University, Ottawa, Canada. This is the 12th conference of the series being held since 2008 in different countries around the world. UMT gave full support to facilitate the research, as well as present the work.



Dr Sajjad H Shami Conducts PhD External Examination at UET, Lahore

Dr Sajjad H Shami, Professor, Electrical Engineering Department, School of Engineering, was appointed as External Examiner for PhD Viva Voce at UET, Lahore. He conducted a PhD Viva Voce exam of a doctoral scholar in Electrical Engineering Department, UET,

Lahore. The viva lasted for 90 minutes and the candidate successfully defended his thesis. It is a great honor for UMT that one of its faculty members represented the University at another prestigious institution of higher learning in the country.



Sadia Asif Presents Paper at ASHE Conference, USA

Sadia Asif, Director CTL, Assistant Professor, ICCS, presented paper on 'Individual and Institutional Change via Faculty Development: Year One Results from an International University Partnership Program,' at the 42nd Annual Association for the Study of Higher Education (ASHE) Conference, USA, with Dr Rebecca Fox, Dr Anastasia Samaras, Karen Wrightsman, Marybeth Marklein

and Jennifer Lebron in Houston
Texas. The Association for the Study
of Higher Education (ASHE)
convenes annually as a community of
scholars dedicated to the study and
challenges faced by higher education.
ASHE encourages proposals that
advance knowledge and
understanding of a wide range of
issues pertaining to higher education
as a field of study.



Muhammad Yousaf Jamil, Delivers Lecture at LGU on Enhancing Quality of Programs

Muhammad Yousaf Jamil, Director QEC, UMT, delivered a lecture on 'Implementation of Self Assessment Practices to Enhance Quality of Programs' at Lahore Garrison University (LGU). This lecture was delivered upon the special request of Col Sohail Amjad, Director QEC, LGU. The invitation reflects the reputation and excellence of the quality enhancement measures that have been implemented at UMT.



Dr Arshad Ali Khan Selected as Expert in International Workshop to be held in the Netherlands

Dr Arshad Ali Khan, Director ICCS, has been selected as expert to participate in an international workshop on Key Debates in Code-Switching Research: Methodological and Theoretical Considerations, to be held from January 15-19, 2018 in Leiden University, the Netherlands. It is a great honor that Dr Arshad will represent UMT at a prestigious international forum.



Research Paper Authored by Minahil Nawaz and Areesha Gul Published in Habitat International

A research paper authored by **Minahil Nawaz** and **Areesha Gul**, faculty members of the City and Regional Planning Department, School of Architecture and Planning (SAP) at UMT, has been published in Habitat International, a Journal of Elsevier (impact factor 2.285). The research paper is titled 'Built houses as a tool to control residential land speculation-a case study of Bahria Town, Lahore.'





With an entrepreneurial mindset and commitment to achieve goals, Mohammad Wasim Khokhar is interested in connecting people of this world through trade and culture for enhancement of understanding and harmony. In pursuit of this mission, he has traveled extensively across the world and is striving to promote Pakistani trade, business and culture in the EU and Central Asia. He is the Founder and President, Bridging Trade Intl, Pakistan and Poland. He is the President of the Pak-Ukraine Trade, Culture and Education Center, Islamabad, and a member of the European Economic Forum Łódzkie 2016. He is also a member of the Shanghai Corporation Organization Friendship Forum.

In an exclusive interview with the UMT Moments and Momentum editorial team, Wasim talked about his vision for the future of Pakistani business and the steps that must be taken to promote trade and industry.

Q. What has been the impact of GSP+ on Pakistani exports to the EU?

A. The EU is Pakistan's largest trading partner after the United States. GSP Plus would allow Pakistani exports to enter the 28 member states of EU. Impact of GSP plus has positively impacted Pakistan's garments exports to the EU compared to its last year's exports. Still, I feel that Pakistani exporters can get more benefits of this GSP Plus facility.

Q. How can we attract direct foreign investment from the EU to Pakistan?

A. We are organizing trade and investment conferences with the collaboration of trade development organizations of EU. Bridging Trade Intl recently organized the first conference in the context of CPEC at Porto, Portugal to attract EU investment in Pakistan. In future, we have plans to organize a series of conferences in the EU states, especially in the context of CPEC.

Q. How does Bridging Trade Intl facilitate trade linkages between Pakistan and the EU?

A. Through organizing International Trade and Investment Conferences and B2B meetings, we try to develop the direct linkages between the Pakistani and European entrepreneurs. This helps to establish a basis for future business ties in a wide range of domains.

Q. How far has Bridging Trade and **Investment Conference 2017 been** useful in maintaining its objectives to promote CPEC opportunities and maintain industrial linkages to **Gwadar Port and Airport?**

A. We are pleased to share that after the Bridging Trade and Investment Conference 2017, now the EU representatives have plans to visit Pakistan in 2018. Also, they have plans to visit the Gwadar Port and city to explore investment opportunities.

Q. In 2017, Pakistan joined the Shanghai Cooperation Council, which together with its member states, represents roughly 43% of the world's population. This is a huge market for Pakistani

businesses. Do you think our local business community is capitalizing on this opportunity?

A. Frankly speaking, at this stage Pakistani businessmen are not fully capitalizing this opportunity. There is a need to organize trade and culture shows, conferences and B2B meetings to explore the maximum trade opportunities.

There is a need to organize trade and culture shows, conferences and B2B meetings

Q. The Black Sea Oil Trade Conference 2017 attracted all the major agribusiness operators in the world. How did the event highlight Pakistani agricultural products?

A. Pakistani Agro Services companies and agriculturists can learn about the new agro technologies after participating in the Black Sea Oil Trade Conferences.

Also, it is a great platform to create opportunities for Pakistani Agribusiness companies for collaboration and joint ventures, especially with the European Agribusiness companies.

Q. How has Pak-Ukraine Trade, Culture and Education Center facilitated in cultural exchange and educational initiatives?

A. Pak-Ukraine Trade Culture and Education Center, Islamabad, is organizing trade, culture and educational activities. Last year, we arranged a number of such activities.

We have signed an agreement with the Social Minister of Textile. According to the agreement, the Pakistani SME, specially related to textile industry including home textile, Pakistani brands, men and women wears, have the chance to open their outlets in Eastern Europe at a very economical cost. In order to promote tourism between Pakistan and Ukraine, we signed agreement with the CEO of Tourism Alliance of Ukraine. Also, to promote the education sector of both the countries we signed an agreement with the Rector of the Kiev Institute of Business and Technologies, Ukraine.

Q. What led your company to organize the Pak-Ukraine Trade and Lifestyle Expo 2017 in Kiev? How was the response?

A. The response was very good; this was the first Lifestyle Expo in Kiev. The Ukrainians take very keen interest in our textile products, like home textile bed sheets, cotton wears jeans and T-shirts. There is a huge market for Pakistani manufacturers and exporters in Ukraine.

Q. Through your roles as member of European Economic Forum, and Shanghai Corporation Organization Friendship Forum, what initiatives have you taken to promote economic development and cooperation?

A. We took the initiative to organize Bridging Trade and Investment Conference. In Europe, motto of this conference would be to bring stakeholders together which undoubtedly would lead to greater benefits for Pakistan.

Also, the main objective of the conference was to enhance the level of foreign investment, concentrating specifically on the fields of infrastructure, software development, electronics, engineering, agro-food, value-added textile, tourism, construction, etc.

Q. How can we further improve economic ties with Central Asian Republics, in view of their strategic importance?

A. There is a need to organize trade and culture shows, conferences and B2B meetings to explore the maximum trade opportunities.

We are also organizing trade and fashion shows and B2B meetings in Central Asian countries. We suggest that Pakistani companies should participate to the maximum in order to explore the Central Asian markets and expand their businesses.

Q. What has been the role of BTI in promoting entrepreneurship and employment opportunities within Pakistan and abroad?

A. We are focused to promote Small Medium Enterprises of Pakistan by organizing trade conferences, B2B meetings and trade exhibitions. We also explore Eastern and Central European markets, and help to enhance Pakistani exports and create job opportunities.

Q. What are your expectations from BTI-UMT collaboration in developing industry-academia linkages?

A. We are expecting to develop the education industry and academia linkage not only in Pakistan but also in the EU.

UMT students should focus on establishing their own enterprises instead of seeking jobs

Q. Do you see any collaborative opportunities between Pakistan and Ukrainian academia?

A. Yes, sure there are a number of opportunities between Pakistan and Ukrainian academia, and we can also start to collaborate with Ukraine universities. We can start student and faculty exchange programs as well.

Q. What advice would you give to UMT students who are interested in setting up their own enterprises rather than seek jobs?

A. We strongly suggest that after completion of their studies, UMT students should focus on establishing their own enterprises instead of seeking jobs. We can also help them to establish linkages with the European companies, especially in the IT sector.



GREAT PLACE. GREAT LEARNING. GREAT FUTURE



University of Management and Technology

The University of Management and Technology (UMT) is an HEC recognized W4 Category General university offering a diverse range of programs in various disciplines, with special emphasis on technology, management and the social sciences. Driven by the vision of the University's founding fathers to strive to provide world-class 'Learning,' UMT has evolved as a community of stakeholders 'Leading' the knowledge frontiers in their respective domains.

OUR VISION LEARNING **OUR MISSION** LEADING

JOIN US TO BE GREAT



UMT IN NUMBERS

























