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Award 2014
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Bilateral and Beyond Bilateral Exchanges**

in collaboration with IPS-Jakarta, Peshawar University, ISAS-Chengdu, ISAS-Kunming, ICAS-Urumqi
Organized By: Department of Social Sciences, University of Management and Technology, Lahore

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From the Editorial Desk

As UMT celebrates 25 silver years of emergence with eminence, the entire UMT community- faculty, students, staff, alumni- can all look back with a degree of satisfaction over the various milestones achieved during this period. But the greater challenge for all of us, as pointed out by Dr Hasan Sohaib Murad in the special ceremony held to honor all those who stood by the university in its journey of excellence, is to reaffirm our commitment to the vision of the founding members and build upon the strengths of the university. The ideal must be to focus on the changing competitive environment, dwell upon optimization of existing resources, and enhance the quality of the learning environment. This calls for strategic evaluation of our future goals; after all, UMT has a critical role to play in the society through making intellectual, cultural, economic and scientific contributions at all levels. This requires concerted efforts from all stakeholders. Enhanced student experience, internalization, faculty and staff renewal and development, and growth aligned with emerging needs of the society will be the pillars of future developments taking place at the University.

We have already embarked upon this journey of excellence and innovation. Many activities showcased in the pages of this newsletter depict the same. UMT hosted many events of national and international significance. Distinguished speakers were invited to share their insight with the broader UMT community. Students and alumni have been kept engaged through various means. On a special note, the OCM editorial team interviewed Kabir Ahmad Khan, MD, PTDC, for an insight into the future of the tourism industry. Read on to catch glimpses of all that has happened at UMT over these past few months.

“

If your actions inspire others to dream more,
learn more, do more and become more, you
are a leader.

John Quincy Adams

”



Muhammad Bashir, Security Superintendent, cuts the cake during the special ceremony



Faculty and staff members gather for the Long Service Acknowledgement Award ceremony

UMT celebrates 25 years of emergence with eminence; acknowledges services of long serving staff members

Dr Hasan Sohaib Murad, Rector UMT, and **Abid H K Shirwani**, Director General UMT, graced a special ceremony organized by the Office of Human Resource (OHR) to celebrate the 25th Anniversary of UMT at Topaz Event Complex, Lahore.

In his opening remarks, Abid H K Shirwani highlighted milestones achieved by UMT in its journey towards excellence. He said that UMT has now progressed from its humble beginning in 1990 to a premier educational institution recognized by the HEC as a W4 category university. In his closing speech, Dr Hasan Sohaib

Murad thanked everyone for being part of the UMT community. He said that the target is to achieve in the next three years all that had been achieved in the last two decades.

Appreciating the contributions made by the support staff, Dr Hasan said that UMT would support education of the children of security guards and office boys would also receive education.

The special 25th UMT Anniversary was organized to pay a glorious tribute to all those employees who have served the university for more than 10 years. The highlight of the occasion was the

'Long Service Acknowledgement Award 2014' which included certificates and shields given to employees who had completed 10+ , 15+, and 20+ years of service.

The ceremony also included cake cutting by Dr Hasan Sohaib Murad, Abid H K Shirwani, and employees who had served the University for more than 20 years: **Muhammad Bashir**, Security Superintendent, **Rana Iftikhar Ahmad**, Director, Participant Services, **Zafar Siddiqui**, In-charge, Advertisements and Printing, OCM, and **Ahmad Abdullah**, GM, Planning and Development.

International conference on Pakistan and China bilateral exchanges



Rector UMT presents souvenir to Shi Lan, Acting Director, Institute of Central Asian Studies, Urumqi, and Khalid Rahman, Director General, Institute of Policy Studies, Islamabad



Attendees of the international conference listen to the proceedings

UMT organized an “International Conference on Pakistan and China: Bilateral and Beyond Bilateral Exchanges” at its campus on April 30, 2014 in collaboration with IPS Islamabad, Peshawar University, ISAS-Chengdu, ISAS-Kunming, and ICAS, Urumqi. It was attended by international delegates, ambassadors, renowned scholars, educationists, faculty members and students. Addressing the inaugural session, **Dr Hasan Sohaib Murad**, Rector UMT, said that this conference is a reflection of partnership between the two countries, and shows that research and academic institutions of

Pakistan are coming together to share ideas and expertise.

Khalid Rehman, Director General, Institute of Policy Studies (IPS), said that it is an honor and indeed a privilege to be here at UMT in connection with this conference held under the collaboration of three Pakistani and three Chinese organizations.

Ambassador Akram Zaki, Former Secretary, Ministry of Foreign Affairs, Pakistan, said that we should understand the relationship between Pakistan and China and devise ways to make it stronger. In his opening remarks **Dr Zhihui**

Song, Research Associate, Institute of South Asian Studies, Sichuan University, Chengdu, shared his thoughts on Pak China relations. Later, **Dr Ijaz Butt**, Professor of Political Science and International Relations, **Shi Lan**, Acting Director, Institute of Central Asian Studies, Urumqi, **Maria Bastos**, Assistant Professor, School of Governance and Society at UMT, **Rashida Hameed**, Research Coordinator, IPS, **Asifa Jahangir**, PhD Scholar CSAS, PU, **Dr Wang Lai** from the Xinjian Academy of Social Science, and **Dr Irum Khalid** from Punjab University shared their views.

Conference on governance and society

Human rights in Pakistan



I A Rehman, eminent civil rights activist, delivers keynote address during the conference as the guests attend the proceedings

At the time of partition, the Pakistani legal system entailed only two crimes warranting capital punishment, murder and 'fitna' and now there are 28, without a legible explanation for this exponential increment.

This information was shared by the keynote speaker **I A Rehman** in the first annual conference on "Governance and Society" with the sub-theme 'Human Rights in Pakistan' organized by School of Governance and Society (SGS) at UMT, Lahore. I A Rehman called the state of rights in the country appalling due to arbitrary clauses in the Constitution, various stereotyping, societal constructions, and gender

discrimination. Rector UMT **Dr Hasan Sohaib Murad** inaugurated the conference. He explained the significance of the subject from learning and empirical perspectives, besides emphasizing importance of right to life for all, right to property, and right to speech.

Dr Abdul Hameed, Dean, School of Social Sciences and Humanities, UMT, focused on segregation aspects of human rights.

Shaigan Sharif, former federal secretary, Ministry of Law, Justice and Human Rights, highlighted question of human rights from legal perspective. **Professor Asif** explained human rights from

theoretical dimension, tracing rise of its history and development over the ages. **Dr Taimur** from LUMS discussed human rights from the prism of workers' organizations in Pakistan.

Iftikhar Rasul from Sarsabz Foundation spoke on human rights and religious tolerance, and brought to attention the conditions of minorities in Pakistan.

In concluding remarks, Professor **Sohail Ahmed** lauded the expositions, and emphasized close interaction among academics, research organizations and policy-makers in order to resolve various rights-centric problems being confronted by Pakistani society.

Speakers emphasize reliance on efficient energy resources in seminar on energy and environment



Dr Abid Bodla delivering keynote address



Attendees of the seminar on energy and environment



Geopolitics today is all about securing long term access to reliable and efficient energy resources. All over the world gas quotas are for homes while industry gets uninterrupted supply. Yet in Pakistan, we have opened up CNG stations for transport at the cost of industrial production. There is a serious need for dialogue with the public on this issue.

This was stated by **Dr Hasan Sohaib Murad**, Rector UMT, in a special seminar on energy and the environment organized by the School of Governance and Society (SGS) at UMT, Lahore, on May 6,

2014. The seminar was attended by eminent experts in the field of energy production, high ranking UMT officials, faculty members, and students. **Abid H K Shirwani**, Director General UMT, was also present on the occasion.

Dr Abid Bodla, Member (Infrastructure), Planning and Development Board, gave the keynote address. He said that we are facing 2-2.5 percent loss in annual GDP due to energy shortage. He said that opportunities abound in terms of the vast irrigation network, potential for fast evolving solar and wind power technologies, etc.

Salman Aizad, Manager Renewable Energy, Energy Department, said that only one percent of our needs are met through renewable energy while this figure is 12 percent for India. He said that at a global level, renewable energy is gaining momentum and we should explore potential for renewable energy in Pakistan, especially wind and solar.

Other speakers included **Moavviz Suhail**, JSK Solar Project House, Pakistan, Prof **Muhammad Asif Mian**, School of Governance and Society, UMT, **Akram Khalid**, Green Growth, Pakistan, **Azmat Naz**, Environment Protection Department, Government of the Punjab and Ms **Sania**, Manager, Thermal/Coal Energy, Energy Department.

UK based journalist and author

Kristiane Backer delivers special lecture at UMT



UMT invited renowned UK based TV presenter, journalist and author **Kristiane Backer** to deliver a lecture on “Current Scenario and Future Challenges-Way Forward”. The lecture was attended by faculty members, students, and enlightened members of the general public.

Rector UMT **Dr Hasan Sohaib Murad** said that may Allah Almighty increase her faith and open her heart to the treasures of faith and bounty of His mercy. He also expressed his wish that Kristiane should visit UMT again to teach the students about Islam. Speaking on the occasion, Kristiane

said that it was her quest for spirituality that propelled her on the path to Islam. She said that it is an immense pleasure to have a feeling that *Allah* is always there to protect you and this faith was given to her by the Grace of *Allah*; it is a life changing experience.

On an important note, she said that once a person assimilates something at an intellectual level, then it enters your heart completely. Expressing her views regarding the concept of modesty, Kristiane said that it makes sense for women to be modest and dress in a decent way. At the end of the lecture, Associate Professor **Rao**

Jaleel, Head, Department of English Language and Literature at UMT, gave vote of thanks and presented souvenir to the guest speaker.

It is worth mentioning that Kristiane is the author of her best-selling memoir “From MTV to Mecca, How Islam inspired my life”.

A convert to Islam, she is currently engaged in intercultural and inter-faith dialogue and was nominated global ambassador for the Exploring Islam Foundation. She was also the face of “Inspired by Muhammad (SAW)” media campaign.

Academic progress made by UMT discussed in 17th meeting of the Academic Council



“UMT is contributing its share towards development of the higher education system in the country and we are all set to launch new programs to meet increasing market demands,” stated Dr Hasan Sohaib Murad, Rector UMT. He was giving his opening remarks in the 17th Meeting of the Academic Council of UMT held on April 21, 2014. Dr Hasan also added that the government must facilitate private sector universities to the maximum possible extent.

Dr Hasan said that this is the right time to embark on new academic initiatives, plan new programs and discuss amendments to existing programs. On a special

note, he emphasized that all faculty members must focus on producing quality research work.

Deans, Directors and senior faculty members of various schools and institutes of UMT, Lahore, presented new programs for approval at the forum. The establishment of new academic departments was also discussed. Guidelines for course offerings in Fall 2014 were presented before the forum.

New degree programs by the School of Professional Advancement (SPA), School of Business and Economics (SBE), School of Engineering (SEN), School of Social Sciences and

Humanities (SSS&H), and Institute of Islamic Banking (IIB) were presented for discussion and approval.

Attendees included **Abid H K Shirwani**, Director, External Affairs, **Aneesa Rahat**, Registrar, Heads of Management Offices and other senior university officials.

The discussion focused on new measures to be adopted to facilitate the students and uphold the highest standards of academic excellence. The meeting concluded after a vigorous discussion by senior faculty members and exchange of ideas to enhance the University's academic profile.

Abid H K Shirwani appointed as Director General, UMT

Rector UMT **Dr Hasan Sohaib Murad** has appointed **Abid H K Shirwani** as Director General, UMT. Abid Shirwani has served ILM/UMT since its inception. His commitment to progress and development of ILM and UMT has been exemplary. His prime responsibility as DG UMT would be to establish ongoing coordination between all University Statutory Offices (USOs) as well as University Management Offices (UMOs).

He would also ensure coordination and synergy between academics and administration branches of the University. He will chair the monthly meeting of USOs and UMOs to facilitate them in their conduct of operations as per core functions.

Abid H K Shirwani is already CEO of ILM Colleges and Secretary of ILM Trust and would continue to hold these positions.



Over 300 ILM/UMT alumni attend Annual Dinner

More than 300 ILM/UMT alumni along with their families turned up for Annual Alumni Dinner organized by the Office of Alumni and Ilmians Network Executive Body on April 5, 2014 at UMT Campus, Lahore. This colorful evening also served as special networking session.

Welcoming the distinguished guests, **Abid H K Shirwani** said that ILM/UMT is proud of its alumni who are the best ambassadors of the values of professionalism, leadership and ethical standards of their alma mater. **Rana Iftikhar Ahmad**,



Director OPA, interacted with the alumni on one-to-one basis. **Ijlal Jaffery**, President, Ilmians Network, represented Ilmians Network Executive Body and gave special note of thanks to the parent institution (UMT) and alumni community. Among the many sources of entertainment for the evening was

Award Winning Drama performed by "Back Benchers", a thrilling live instrumental performance of "Three Musketeers" and an interactive comedy session by **Zohaib Azhar**. **Sajid ur Rehman**, Manager Alumni Affairs, and **Muhammad Asad Najeib**, Assistant Manager OPA, managed the evening.



UMT and LCCI sign MoU to work towards creating a knowledge society

UMT and Lahore Chamber of Commerce and Industry (LCCI) signed an MoU on June 12, 2014 to work together towards creating a knowledge society and to overcome low government expenditure per student in our country under the global agenda of Academia and Industry "Stronger Together".

On this occasion, Rector UMT **Dr Hasan Sohaib Murad** stated, "We at UMT believe in creating and deepening university-industry

linkages. The logic is to generate more innovation within the economic development process, new streams of revenue for university via the commercialization of select forms of knowledge production, and produce more entrepreneurial students who will become the tangible drivers of the knowledge economy".

President LCCI Engineer **Sohail Lashari** agreed on working together towards creating a knowledge society. He eulogized UMT as one of

the best institutions in Lahore. He said that together with UMT an endeavor will be made to turn the idea of creating knowledge society into a reality,

Later, the MoU's were exchanged between Engineer Sohail Lashari and **Abid H K Shirwani**, Director General UMT. **Kashif Anwar**, Vice President LCCI, and other worthy executive members were also present on the occasion.

MoU signed between SBE and Pakistan Agriculture Research Council (PARC)

The Office of Internationalization and Industry Linkage at SBE has managed to sign Memorandum of Understanding (MoU) between School of Business and Economics, UMT and Pakistan Agriculture Research Council (PARC), Islamabad. UMT is the first university from Lahore to ink an MoU with PARC. It is worth mentioning that the MoU

was made possible by the support of **Dr Hasan Sohaib Murad**, Rector UMT, and guidance of Prof **Dr Rukhsana Kalim**, Dean SBE.

Salient features of MoU include research outcome exchange, availability of PARC online/offline library resources for SBE faculty and students, internee placements in PARC current research

programs/relevant sections as per policy of PARC, research collaborations, joint data generation and data exchange, collaboration in developing curriculum, cooperation to organize workshops, seminars on cooperation projects, exhibitions, conferences, research seminars in UMT and mutual projects in the field of business and economics.



UMT designated as a Microsoft Dynamics Academic Alliance Premier Member

In April 2014, Microsoft Dynamics conducted their mandatory survey of all Microsoft Dynamics Academic Alliance (DynAA) member institutions. They used the results from this survey to determine our institution's membership level and benefits for the upcoming academic year. UMT has now been designated as a Microsoft Dynamics Academic Alliance Premier member, which is indeed a huge achievement! As a Premier Member UMT would have access to:

- Donated Microsoft Dynamics software for classroom/labs
- Free technical support from

Microsoft Dynamics product experts

- Free training and course materials
- Access to faculty connection
- Information about industry association meetings and conferences
- Connections with Microsoft Dynamics partners and customers

UMT has demonstrated a higher level of commitment in engaging the DynAA community and towards enriching the student experience with Microsoft Dynamics in the

classroom. The constant support of Rector UMT **Dr Hasan Sohaib Murad** and his keen foresight played a large part in achieving the same.

Syed Hussnain Abbas Shah, Chairman, Department of Information System, also deserves commendation for his hard work. A special note of thanks is in order for the technical staff of UMT, in particular members of the OIT and IPC, who worked with unwavering determination and dedication to make the Microsoft Dynamics ERP lab functional in UMT, without which none of this would have been possible.

Center for Retail & Services Marketing (CRASM) locks consultancy project with Trisoft Consulting



The Center for Retail & Services Marketing (CRASM) has locked its 1st consultancy project with Trisoft Consulting on service design and development. Initially, consultancy will be for its service design. The project will be divided into different phases and the first phase of the project will be the capacity building of project team which is involved in service design and development.

Established in 1997, Trisoft Consulting is a multidisciplinary consulting firm providing

professional technical services and offering full-spectrum support to industrial, commercial, and government clients in multiple markets across the globe. Trisoft Consulting is currently providing IT solutions to American semiconductor industry for their process control.

It is worth noting that School of Business & Economics (SBE) at UMT has taken the initiative to bridge the gap between retail and services industry, and the academia by

establishing CRASM. The initiative is the first of its kind in Pakistan and will specifically focus on bridging the gaps by offering a specialized MBA Retailing and Services Management for business students, different short courses (certificate and diplomas) to people already working in the retail and services industries of Pakistan, and by offering training and consultancy to different retail and services organizations to transit from traditional to modern retail and services practices.



Head QEC Dr A Rashid Kausar conducts workshop for NBEAC evaluators

A two-day training workshop for the evaluators of National Business Education Accreditation Council (NBEAC) concluded on April 24, 2014 at Higher Education Commission (HEC). Prof **Dr A R Kausar**, Director, Institute of Applied Sciences (IAS) at UMT was the resource person.

The participants of the workshop were mostly senior faculty members, deans and HoD's of public and private sector universities. This

workshop proved to be an excellent opportunity for all the participants and the resource person to share their valuable academic experiences and views to make the external evaluation process more transparent, consistent and credible.

The purpose of this workshop was to improve relevant skills of Program Evaluators (PE's) in undertaking accreditation inspection based on prescribed standards, criteria and procedures. Workshop provided

insight of NBEAC accreditation model and the best practices of peer review visits. Another session was conducted to demonstrate the composition of AIC report and how to rate W, X, Y and Z levels to the possible answers and supporting evidence provided. On the closing ceremony **Dr Hasan Sohaib Murad**, Chairman NBEAC, briefed the audience about the workshop and thanked the evaluators and resource person for their interest and participation.



Dr Amjad Waheed, Director SAS, chairs first meeting of the Board of Studies

School of Advanced Studies (SAS) holds meeting of Board of Studies

Dr Amjad Waheed, Director, School of Advanced Studies (SAS), chaired the first meeting of the Board of Studies on April 26, 2014 to approve the academic programs in World History and Philosophy at BS level and Cultural Anthropology at MS level. **Dr Amjad** introduced the vision and objectives of establishing SAS.

After the formal introduction of Board members, the meeting proceeded with an exhaustive discussion and analysis of courses of all three programs. The members of

the board put valuable suggestions and recommendations to be incorporated in the programs for the improvement of the program and make them up to the mark to meet international standards. The programs were approved unanimously. The meeting ended with formal vote of thanks by the chair to all honorable members of the Board. External members of the Board of Studies appreciated the efforts of the faculty of SAS and offered their unconditional cooperation in future. The meeting was attended by **Dr Humaira**

Ahmad, Assistant Professor, SAS, **Ali Islam Ghauri**, Lecturer, Anthropology at SSS&H, **Dr Rao Nadeem Alam**, Department of Anthropology, Quaid-i-Azam University, Islamabad, **Dr Rukhsana Iftikhar**, Department of History, University of the Punjab, Lahore, **Dr Javed Iqbal Nadeem**, Principal, Ikhwan Science College, Lahore – A project of Anjuman Ikhwan-e-Islam, **Ashraf Kakar**, Consultant Adviser, Culture & Development, Royal Danish Embassy/DANIDA, Islamabad, and **Muhammad Usman**, Deputy Registrar, UMT.

Workshop on agro-livestock marketing and branding



Abid H K Shirwani, DG-UMT, presents a shield to Roman Wasay from Auriga Group of Companies

UMT School of Professional Advancement (SPA) in collaboration with the University of Veterinary and Animal Sciences (UVAS) and Veterinary News and Views held a training session on 'Agro-Livestock Marketing and Branding' on April 29, 2014.

The workshop highlighted the current situation of the Pakistani agro-livestock sector and traditional methods used by our farmers in the

marketing of agro-livestock products. **Ruman Wassay**, Group Manager, Auriga Chemicals, said that Pakistani farmers lack technical knowledge. He called for the establishment and development of agro-based industries in Pakistan.

Khalil Arbi, Assistant Professor, SPA, gave a detailed presentation on the significance of marketing and branding in agro-livestock products. He added that UMT professional

degree programs related to BS Agribusiness, Master of Agribusiness and MPS Agribusiness Management are playing an important role for the development of agro-livestock in Pakistan.

Insha Nadir, Deputy Director, Punjab Halal Board, pointed out the challenges and potentials for Pakistani exporters. She encouraged the participants to use the power of 'Halal Pakistan' globally.



Dr Shahid Qureshi shares his ideas and expertise on entrepreneurship

UMT and IBA Karachi organize workshop

Center for Entrepreneurship and Innovation (CENTIN) at UMT in collaboration with IBA Karachi conducted a one-day workshop on "startups today –enterprises tomorrow" on May 13, 2014. The workshop was attended by international delegates, renowned scholars, educationists, faculty members and students. More than 160 students from different universities participated. Professor **Dr Shahid Qureshi**, Director,

Center for Entrepreneurship Development (CED) at IBA Karachi was the keynote speaker. He discussed the entrepreneurial idea and five principles of Effectuation Theory of Entrepreneurship. He emphasized on clarity of vision and said that it should be noble, timeless and correct.

Professor **Dr Manfred**, PhD in Entrepreneurship, Germany, discussed business ideas and

shared his thoughts and views regarding entrepreneurship. The main objective of this workshop was to conduct a mentoring session along with the support of 5 mentors from industry. **Sundas Nazir**, Coordinator UMT, moderated the session. Students from University of Veterinary and Animal Sciences, Superior University and University of South Asia participated with great enthusiasm.



Dr Humayun Dar shares his expertise in international finance access program on Islamic investments and wealth management

Workshop on Islamic investments and wealth management

Institute of Islamic Banking (IIB) at UMT organized workshop on May 22, 2014 on Islamic investments and wealth management project of Islamic Finance Access Program (IFAP). The main objective of the program was to bring the highest quality of Islamic financial intelligence to executives and decision makers in the Islamic financial services industry.

Dr Hasan Sohaib Murad, Rector UMT, appreciated the efforts of IIB and Edbiz Consulting (UK) for arranging such unique forum that incorporates truly useful practical guidance for the development and implementation of Shari'a investments, combined with thought

provoking insight into the issues and evolution of Shari'a financial jurisprudence.

Earlier, **Muhammad Mahmood Shah Khan**, Director IIB, inaugurated the seminar and emphasized the importance of Islamic Finance Access Program as an excellent forum from an informative, educational and networking perspective.

Amir Khalil-ur-Rehman, Former Head of Islamic Corporate Askari Bank, focused on Islamic and Shari'a background. **Dr Hamayun Dar**, CEO Edbiz Consulting, emphasized on fundamental Shari'a principles governing infrastructure and project finances and explained how to raise

money from Shari'a sensitive investors. **Kamal Mehmood Amjad Mian**, Director FAST Cables, explained the core components of wealth management system in Islam with a brief overlook on the global investment compositions.

Practitioners from Meezan Bank, Bank Alfalah, Muslim Commercial Bank, Soneri Bank, Bank of Punjab, Faysal Asset Management, Al Barakah Bank Limited, JS Investments and Habib Bank Limited; and academia faculty and students from Punjab University, University of Central Punjab, Superior College, CIIT-Lahore, National University of Management Sciences and UMT attended the workshop.

Ahmed Rashid delivers talk on terrorism



Renowned analyst and journalist **Ahmed Rashid** was invited by the School of Governance and Society (SGS) at UMT on April 28, 2014 for a conversation on terrorism. After welcome remarks from **Sohail Ahmad**, Acting Director of the school, Ahmed Rashid responded to a series of questions put up by **Prof Fayyaz**.

He pointed out that the Government still does not have a clear strategy to deal with terrorism in Pakistan.

Ahmed Rashid also felt that relations with neighboring countries need change and improvement. He discussed opportunities missed by Pakistan in the past which could have

made it more secure and less unstable. Ahmed Rashid responded to questions from the participating students and faculty. In the end, he was thanked for coming and sharing his views. He also presented books authored by him for the library. **Prof Sohail Ahmad** presented him a souvenir on behalf of Rector UMT.

Panel discussion on academia industry alliance



DG UMT Abid H K Shirwani participates in panel discussion as the large gathering listens to the proceedings



The Office of Internationalization and Industry Linkages and Center for Graduate Research, School of Business and Economics, organized a panel discussion on “*Academia Industry Alliance*” on May 12, 2014. **Prof Dr Rukhsana Kalim** welcomed all distinguished CEOs and Directors from industry. **Prof Dr Sarwar Azhar** and **Prof Dr Tashfeen Azhar** moderated the entire session.

Touqir K Lodhi, Director, Research and Development of Aeries Logistics and President of Global Research and Facilitation Council (GRFC), discussed the appropriate ways of overcoming issues related to supply

chain industry. **Babar Mahmud Ch.** Chief Executive, Pharmacare Laboratories, discussed current issues being faced by pharmaceutical industry.

Shahid Maqsood, Chief Operating Officer, FINCA Microfinance Bank Ltd, shared his views about current issues in banking sector, particularly micro finance sector.

Adeel Anwar, Director, Organizational Development and HR from Warid Telecom, spoke on the current issues in telecom sector. **Naveed Ashraf**, Senior Manager, Research and Development, Shafi

Reso-Chem, highlighted the need to develop strong partnerships with universities. **Abid H K Shirwani**, Director General UMT, said that it was an immense need of the era to bring the industry and academia closer.

In his closing remarks, he emphasized upon continuity of such events which could be fruitful in evolving a mechanism for academia industry alliance. He added that UMT has always played its role in developing a working relationship with local industry and getting feedback for continuous improvement.



Syed Junaid Arshad delivers talk on missing persons

UMT School of Law and Policy hosted a talk, titled “Balochistan-Myth and Reality,” by **Syed Junaid Arshad**, Senior Superintendent Police, PSP, on May 2, 2014. The audience comprised of lawyers, law professors, law students, and Baloch students in Lahore.

The speaker explained that in the context of Balochistan, “missing persons” refers to Baloch individuals allegedly detained by different law enforcement organizations on

charges of terrorism or other heinous crimes without any legal process or justification. However, he added that most individuals on the so-called missing persons lists have long histories of criminal acts ranging from murder to terrorism. Many have left Pakistan and are living in Afghanistan and other countries. Many deaths are attributable to infighting between different criminal and terrorist organizations in Balochistan. Fourthly, if, for argument's sake, we accept that the

different lists of missing persons are true, law enforcement organizations simply do not have the facilities and infrastructure to detain such a large number of individuals. He stressed that human rights activists need to make a realistic assessment of the situation in Balochistan.

The speaker concluded by saying that the government and the political parties need to have a strong resolve and they must not hesitate to take the required tough decisions.

SLP faculty members assist in Labor Law reforms

UMT School of Law and Policy's faculty members have been engaged by Department of Labor and Human Resource, Government of the Punjab, to assist the Department in the consolidation, simplification, and rationalization of labor laws in the province. This was agreed upon in a meeting hosted by **Raja Ashfaq Sarwar**, Minister, Department of Labor and Human Resource, Government of the Punjab, at his office on April 1, 2014. UMT-SLP was represented by **Syed Imad-ud-Din Asad**, **Rai M Saleh Azam**, **Hajira Qureshi**, and **Saba Tariq**.

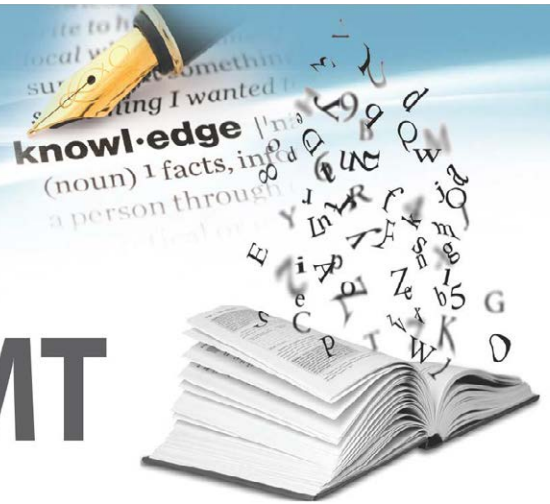
Muhammad Yousaf, Secretary, Department of Labor and Human Resources, Government of the Punjab, was also present.

Professor Asad also shared a concept note, prepared by Professor Azam, regarding how his team plans to assist the Department. The Minister and his team appreciated the initiative and expressed their support for the measures proposed in it. A six-member committee was constituted to prepare a formal proposal. Professor Asad and Professor Azam have been



appointed on the Committee. On April 24, 2014, Professor Azam presented the above-mentioned concept note at South Asia Labor Conference.

Knowledge @UMT



The Skill Set Necessary for a Business Graduate

Dr Ahmed Faisal Imtiaz Siddiqi

PhD Statistics, Associate Professor, Associate Dean (Academics), Chairperson Department of Quantitative Methods, University of Management and Technology, Lahore

Marriam Malik

PhD (scholar), University of Management and Technology, Lahore

Textbooks and academic articles have much to say about what leadership expects from the future work force and the soft skills that the employees should have for fitting into a job but how do their constructs relate to actual leadership expectations. Corporate vision and mission statements and the leaders who stand behind them invariably state that –people are our most important asset. This qualitative study presents reality from the perspective of CEO's and Top Executives seeking : Are employers interested in soft skills? Identifying important soft skills that employers look for when recruiting employees—Identifying the most important skill set for employers—Grounded in human capital theory, this study through triangulation strategy content

analyzed the literature, interviews with CEOs and Top Executives that appeared in 2011-'12 in The New York Times "Corner Office" series (n=30) and in-depth interviews from the national representatives (n=8) to investigate these questions.

The study uses a purposive and non- probability sampling technique. NVIVO a qualitative software tool was used to transcribe, read, review, code, enter and analyze the data. The findings suggest that soft skills are considered vital by the corporate world. The findings identified 19 soft skills and 104 sub skills and grouped them into 5 clusters, Analysis indicated that cluster of relationship and service skills is considered as most important by

the top executives of the corporate world. The thesis offers insight and direction to executives in all areas of the organization, but especially to senior HR executives so as to enhance organizational effectiveness.

Note: This paper was presented in the 4th International Conference on Business Management (ICoBM) held at Sukkur IBA and published in the conference proceedings. The 4th ICoBM was organized by Sukkur IBA, in collaboration with UMT, Lahore, and Shah Abdul Latif University, Khairpur. Full paper can be accessed at

<http://icobm.com.pk/proceedings/4th%20International%20Conference%20on%20Business%20Management%20-%20Proceedings.pdf>



A Trek in the Woods



It was heavily raining when we entered Abbotabad in the early hours of the morning. We had plans to go to Thandiani for onward trekking to Biran Gali which was 12 kms from Thandiani. We were (Taufeeq, Sagheer Ch, Tariq Munir, Aamer Ch and Sagheer Sheikh). The broader plan was to reach Nathiagali after spending one night each at Birangali and Dagri Bangla rest houses. This was a 44-km trek through the most beautiful alpine forest landscape that can take you in its spell.

We had a short stay in Thandiani. Thandiani is characterized by excellent weather and lush greenery in the summer months, and snow-covered vistas and hills in the winter. Many tourists from all over Pakistan visit here, especially

in the summer season. Being at a high altitude, with attractive scenery and several fine hiking trails into the forests and other nearby locations, it is a very attractive prospect. The mountains around Thandiani are still quite thickly forested, compared to most other hill stations in the locality, which have suffered some degree of deforestation over time.

The weather was wonderfully pleasant after the rain and the sky was still heavily overcast. The trekking was relatively easy in the shade of pine trees. Biran Gali was comparatively on low altitude than Thandiani. In about 3 hours, we reached the ideally located rest house. The night was quiet cold. For dinner, we had to eat the tastelessly cooked rice and potato gravy on the

most expensive rates. The location of the rest house was the best manifestation of aesthetics. One could see beautiful green hills overlooking the valley from all directions. This place was like a beautiful bowl painted with all shades of green. There was water and electricity all round but the rest house was an exception. We just could not understand what Forest Department of NWFP was doing. The condition of the rest house was a classic example of the mismanagement and neglect. It would be good for the tourists if PWD could spare some resources to uplift this rest house, which is the only available shelter to the travelers in this remote village. The morning was elegantly pleasant. We left Birangali at 11am and headed for Dagri Bangla which was 12 kms

away. It was a steep climb. As we could not afford to go off-track, we started consulting locals to remain in the right direction. We gradually climbed up to reach top of the valley to have a sigh of comfort. Now the trekking was smooth and the climb was relatively easy.

We moved on and on but it seemed that the destination was centuries away. We were among the flowers of all shining colors and the fragrance was in the air. This place was looking simply out of this world and everyone was enjoying these everlasting moments of freshness and happiness. Suddenly we were caught in the dark clouds and a nice sunny day transformed into night. It could be a big trouble if it continues like this as the destination was still away and none of us were having raincoats and umbrella. The mercury went down to give a feel of December in August. It started drizzling and we had to walk fast to get to the rest house.

Soon we reached a shaded tree which was 1400 years old as mentioned on the board fixed on the tree. Finally we were in Dagri Bangla, a complete forest valley to take you in its spell. The mist spread all around and it was simply a dream like scene. This panoramic view has taken away all signs of tiredness and discomfort.

This place was another beauty. The scenery all around was breathtaking and everyone rejoiced in this climate. Nature had generously rewarded this place with peerless attraction. This rest house was another fantasy. The lawn was surrounded by flowers. The location was perfect but desperately needed some furnishing. There was no other place where you can stay. It is advisable that the reservation

should be made before coming to these places; otherwise bring your own camping equipment to avoid any hardship.

In the quiet hours of the night it started raining again and it rained till next day to de-shine our spirits but we were determined to move against the adversity. We were all set to trek another 22 kms to reach

strange to see this much crowd after spending 2 days in complete wilderness.

Nathiagali was crowded and it was hard for the traveler to find way through the busy road. People from all across Pakistan were there to have some best moments of their outdoor life. This last stretch added some more wonderful moments of



Nathiagali. We wait and waited for the rain to halt for sometime but the rain was never ending and

beauty in our lives. The whole trek was at bloom. Though it was a very difficult day but our endeavor and



ultimately, we moved out in the heavy rain to climb by crossing the Miran Jani Peak (the highest in the Galliat). We reached Nathiagali just close to sunset. Nathiagali was crowded and it was hard for the traveler and the traffic to find way through the busy road. People from all across Pakistan were there to have some best moments of their outdoor life. It was feeling a bit

resilience made this trek possible. The trek and the alpine valley was fascinating and the landscape's beauty is imprinted in our hearts. Pakistan is beautiful and panoramic. This place is not too far away and with some planning it can be done to get the best 3 days of your life. Trekking through the woods was a life time happy experience for all of us.

Top Ten Traits of Great Leaders



Robert Hewes, PhD, has almost 20 years management consulting experience across a wide array of industries. A skilled strategist, facilitator, and experienced executive coach, he is a senior partner with Camden Consulting Group, where he has oversight of leadership development, coaching, and management training.

Being a leader today is different from what it was 10 or even 5 years ago. Today's workplace has a fast pace of change and many more demands. Leading and managing have moved well beyond just commanding the troops to "get it done." Below is a list of ten leadership traits to get you thinking.

1. Be Results Orientated

At the end of the day as a leader, you are responsible for delivering results. What really counts is what is accomplished. Action orientation is good, but be oriented on the right actions. Don't just be busy; be a busy leader who gets results.

2. Be Customer Focused

To get the best results, you have to know your customers - internal or external. Everything you do needs to be directed at what customers need or will need. Get "outside the glass." In other words, look beyond your area.

3. Have a Vision

Know where you are headed. Have a picture of it in your head, and be able to communicate it effectively and guide action. Share your vision with your group.

4. Be Strategically Focused

If you want to do big things, be more strategic in what you do and how you go about doing it. If you are exclusively focused on what is in front of you, the future may pass you by. Look forward. Think at a higher level than just what is on your daily action list. A leader should be strategically focused at least 15% of the time (the more senior, the higher the percentage).

5. Effectively Get Work Done Through Others

If you want to do big things, it requires effectively getting work done through others. One needs to become very good at delegating. Figure out who is the right person to tackle specific tasks or projects.

6. Be Good at Dealing with Conflict

A cornerstone of working effectively with people is being very good at dealing with conflict. The trick is not to let conflict be counterproductive. Learn how to successfully resolve conflict and harness the best ideas from your staff.

7. Ask Great Questions

In a meeting, someone may ask a great question that unlocks a situation. If you tend to ask questions, make sure they are really good questions.

8. Make High-Quality Decisions

Making decisions is one of the fundamental actions of an executive. And the great ones make really good decisions. Understand, reflect, and learn about your decision making process.

9. Be a Trusted Leader

People do want to follow and accomplish great things. All else being equal, a trusted leader will get more from his people and have a stronger following.

10. Be an Incredible Communicator

Communication is one of the fundamental leadership capabilities. Remember, too, communication is a two-way street with listening as important as speaking.

Adapted from <http://www.amanet.org/training/articles/Top-Ten-Traits-of-Great-Leaders.aspx>

Life@UMT



Minister for Planning and Development Ahsan Iqbal presents IEP National Excellence Award to Rector UMT



Minister for Planning and Development Ahsan Iqbal presents IEP National Excellence Award to Dr Salim Abid Tabassum



Meeting of the Board of Governors in progress at UMT



Mohammad Nazim shares tips for effective communication with the students during 'Dialogue with Guru' series



Winning team of COMPEC 2014 snapped with their hexapod robot



Attendees of the training on customer service excellence snapped with the trainer Habib Khan



UMT Sialkot Campus awards top students

UMT Sialkot Campus organized its 3rd Rector's and Dean's Merit Awards ceremony on June 6, 2014. **Waleed Iqbal**, prominent lawyer, law professor, politician and grandson of Dr Muhammad Iqbal, was invited as the chief guest. As many as 16 students were conferred with Rector's and 73 with Dean's Awards for Fall 2013.

Addressing the award winners, the chief guest said, "Do not rest on your laurels, rather work harder and prepare for greater challenges in pursuit of your objectives in life; there are even higher awards awaiting you, the condition is you go for them". Referring to a message of constant endeavor and optimism in Iqbal's poetry, he emphasized that academic exams were not the

only tests life was going to pose to them; instead, it was just the start of rather tougher and greater role they would have to perform as part of the nation. Sky is not the limit, there are other universes to be explored too, he added. At the end of the ceremony, Director UMT Sialkot campus, **Asif Saeed Haider** presented a souvenir to the chief guest.



Speech competition at UMT Sialkot Campus

Students of UMT Sialkot Campus organized 2nd speech competition on April 4, 2014 under the guidance of **Muhammad Safdar Bajwa**, Lecture, ICCS. The competition successfully met its targets by generating a wave of energy across the campus for competition among students to excel. 'Event management, team work, digging deep for relevant logical arguments and then how to be effective in your expression are among many other things that we learnt in that competition', said

competitor **Sharmeen Fatima** of MBA.

"Bigotry in the name of faith in Pakistan", "Media misleads the society" and "How to positively use our youth" were among the hottest topics on which speeches were delivered.

Over a dozen energetic competitors from different classes across the university campus presented their profoundly deep ideas and arguments in an impressive and captivating manner. **Irfanullah**

Warriach, a prominent lawyer and columnist, **Saima Mir**, Area Coordinator of ICCS and **Muhammad Zeeshan**, Area Coordinator of DELL, served as judges for the competition. **Sibgha Amjad** of MBA and **M Ibrahim** of MCS secured first and second positions respectively. **Sheikh Saif-u-Rehman** of BBA and **Hajira** of MCS both got third positions.

At the end of the ceremony, Director UMT Sialkot campus, **Asif Saeed Haider** presented a souvenir to the chief guest.

UMT organizes Evento'14 International Debating Competition



UMT organized Evento'14 International from April 10-14, 2014 which comprised of MUN (Model United Nations), Bilingual British Parliamentary Debates, Carnival, Global Lounge, Theme Dinner, etc. Teams from Asia, Africa, Tunisia, Algeria, Bangladesh, Nepal and Middle Eastern countries participated. From Pakistan, 31 universities sent their teams.

Addressing the opening session, **Dr Hasan Sohaib Murad**, Rector UMT, said that debating competitions help students in polishing their public speaking skills, writing

aptitude and also builds up their confidence. He said that presenting one's perspective in a logical and convincing manner is an important attribute of successful people. If you can speak well, you can become a leader.

Earlier, **Rana Iftikhar Ahmad**, Director, Office of Participants Affairs at UMT, thanked Dr Hasan for his support towards organizing the event.

Mian Mohammad Munir, Parliamentary Secretary, Government of the Punjab, was

chief guest of the closing ceremony. Addressing the participants, he said Pakistan has been under the global eye because of law and security concerns. However, the credit goes to UMT, Dr Hasan Sohaib Murad, Rana Iftikhar Ahmad, staff members and students for organizing Evento'14 International.

This event has highlighted Pakistan on a progressive front. He said that by inviting participating teams from various countries, UMT has projected the good name of the university and a positive image of the country across the world.

ICCS conducts first English language talk show to explore aspects of language



ICCS has taken the initiative to groom the communication skills and confidence of the students. Team of talk show (**Naheed Ashfaq, Imran Bhatti and Asma Azhar**) produced a vibrant and multi-talented show on June 3, 2014 for the first time in the history of UMT. All of the teams performed zealously on the burning issues of Pakistani society.

Judges of the show (**Rao Jaleel, Arshad Ali Khan and Shabana Zafar**) appreciated the confidence, speaking skills and versatility of the students. The prime purpose of the program was to promote confidence and inculcate communication skills. At the end of the show, not only panel of judges, but each and every attendee acknowledged the event and

praised each performer. Rao Jalil announced the winning groups.

Director ICCS Dr Arshad Ali Khan appreciated the efforts of the students and announced Inter University talk show in coming semester. He also gave invitation to all UMT students to join essay, poetry, story writing and talk show club and participate in future events on these platforms.



UMT alumni travel to Shangrila

UMT alumni started off from UMT Campus, Lahore, on June 20, 2014. After traveling continuously for 25 hours, they stayed at Chillas, and then reached Skardu on June 22, 2014. During the trip, alumni visited Skardu City, Shigar Desert, Shigar Valley,

Shangrila Resort, Uper Kachura Lake, Deosai Plains through Jeep Safari, Babusar Top and Naran as well on the way back. They enjoyed buffet dinner and bonfire at Mashabrum Hotel, Skardu. On the whole, the Annual Alumni Tour 2014 covered 2600km by

traveling. The trip created an ideal opportunity of networking for Ilmians. Senior UMT alumni shared their experiences and ideas about their jobs and entrepreneurship, while others participated actively by asking questions and sharing their ideas.



Dubai Study Tour arranged by School of Business and Economics

In the pursuit of internationalization, study tour to Dubai was arranged in February 2014. **Imran Sadiq**, Director, Undergraduate Programs-SBE, planned the entire tour with the generous support of Rector UMT. The basic aim of this tour was to enhance the exposure of students regarding international studies and

methodology, and interaction with a foreign culture.

Students visited Dubai Internet City and *Tech Access* (leading value-added IT distributor). They also visited University of Wollongong. The staff briefed in detail about academia in Dubai and future prospects for students, faculty exchange program, online courses

and other strategic alliances. Students visited spectacular places of Dubai like Palm Jumeirah Island, Dhow Cruise, Desert Safari, Ski Dubai, Mall of Emirates, Dubai Mall and Ibn Battuta Mall.

Overall it was a great learning experience and a progressive step towards internationalization of studies.

Pakistan Cultural Festival organized by SBE



School of Business and Economics (SBE) organized Pakistan Cultural Festival on May 22, 2014. People along with their families attended the festival with great enthusiasm. Variety of stalls such as games, food

and dress stalls, etc. attracted the attention of people of all age groups. Chief Guest **Engg. Sohail Lashari**, President of Lahore Chamber of Commerce and Industry (LCCI) graced the event

with his valuable presence. Sponsors distributed coupons and gift hampers. Segments like drama play, quiz competition, pet show, magic show and auto show delighted the participants.



BRAIN TEASER

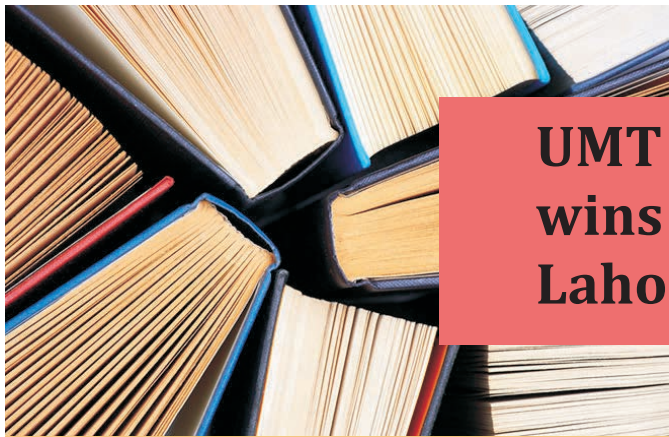
UMT students win 1st prize in Brain Teaser – IEEE 2014 competition at MAJU, Islamabad

UMT students enthusiastically participated in 2014 IEEE competition held in Mohammad Ali Jinnah University (MAJU), Islamabad, and won 1st prize in Brain Teaser by defeating IST

Islamabad in the final round. The UMT team won appreciation from their competitors as well.

The winning team comprises of **Usama Masood, Syed M Abdullah,**

and **Sheroze Zahid Yazdani.** Our students also secured runner-up prize in speed wiring. The runner-up team comprised of **Abdul Rehman and Ghulam Muhayudin.**



UMT student Ifrah Mubashir wins first position in All Lahore Literary Fiesta 2014

University of Management and Technology, Lahore, secured the top position in the “Essay writing category” at the Mega event “4th All Lahore Literary Fiesta 2014” organized by University of Engineering and Technology (UET) Lahore. UMT student **Ifrah Mubashir** won the first position in the English essay writing competition. Her essay on the thought provoking subject “Strike...For the green graves of your Sires” won appreciation from the jury members for the

lucidity of thought and originality of ideas.

According to **Arshad Ali Khan**, Director, Institute of Communication and Cultural Studies at UMT, Ifrah is one of the most outstanding students of the university and displays a keen interest in literary activities. Ifrah herself attributes her recent achievement to the encouragement of her teachers and the positive reinforcement of her creative potential provided

by the nurturing environment of UMT. It is worth noting that the Lahore Literary Fiesta 2014 was attended by intellectuals, educationists, dignitaries, teachers, students and enlightened members of the general public.

Prominent writers from Bangladesh, Britain, Egypt, France and India also attended. Universities from all over Pakistan participated in various competitions.

Research and Publications

- A research paper titled "An Overview of Spectrum Sensing in Cognitive RADAR Systems" authored by **Dr Muhammad Tahir Mushtaq**, co authored by **Faran Awais Butt** and **Ahmed Malik** has been accepted for publication and oral presentation in 4th **Microwaves, Radar and Remote Sensing Symposium MRRS-2014**, September 23-25, 2014 at Kiev, Ukraine. The conference is recognized by ISI Thomson Reuters.
- Research paper authored by **Faran Awais Butt** (School of Engineering, UMT) has been accepted for publication in 15th International Radar Symposium, scheduled to be held in Gdansk, Poland from June 16-18, 2014.
- Research paper authored by **Dr Sadia Saleem**, co-authored by **Dr Zahid Mahmood** has been published in Pakistan Journal of Psychological Research which is HEC recognized journal with X category. The complete reference of the paper is given below:
Saleem, S., & Mahmood, Z. (2013). Risk and protective factors of emotional and behavioral problems in school children: A prevalence study. *Pakistan Journal of Psychological Research*, 28(2), 239-260.
- A research paper titled "Biologically Inspired Self-Reconfigurable Hexapod with Adaptive Locomotion" authored by **Ammar Akhlaq**, **Ayesha Umer** and **Jameel Ahmad** has been accepted for oral presentation in PEMC 2014, 16th International Power Electronics and Motion Control Conference and Exposition, September 21-24, 2014, Antalya, Turkey. The significant fact is that it is part of final year project of Ammar Akhlaq, UMT undergraduate student in Department of Electrical Engineering. Jameel Ahmad, Assistant Professor, School of Engineering, is supervising this project while Ayesha Umer also contributed in final write-up of this paper.

Dr Haroon Rasheed visits Wuhan University of Technology (WUT), China

A meeting was arranged by Office of Internationalization and Industry Linkage between delegation of Wuhan University of Technology, headed by **Dr Yuan GuoHua**, Deputy Dean, School of International Education, Wuhan University of Technology, accompanied by representatives from Management School and School of Economics, and **Dr Haroon Rasheed**, Director, UMT-MBA Program on June 27, 2014 at Wuhan University of Technology, Wuhan P.R. China. During the meeting, MoU between the two universities was discussed and it was agreed upon that both sides will exchange students, faculty and will arrange joint research projects. UMT will send exchange students to WUT and WUT will provide one fully funded scholarship for UMT faculty or student, nominated by UMT.



School of Management at WUT appreciated UMT School of Business and Economics faculty and took keen interest in inviting senior faculty from UMT for short courses at Wuhan University of Technology Management School. The meeting was concluded on thank you notes by both sides.

It is worth noting that WUT is fast growing university of China and recently has been ranked by Times Higher Education Rankings in top 350 (World Ranking), 49th (Asia Ranking), 28th (BRICS Ranking) and 6th (China).

Rector UMT appoints Dr Abdul Raouf, SI, as Professor Emeritus

Rector UMT **Dr Hasan Sohaib Murad** has appointed **Dr Abdul Raouf, SI** P. Eng. (Ont.), Distinguished National Professor of Higher Education Commission Pakistan as Professor Emeritus on his continued inputs and impetus to research and development in the fields of industrial engineering and quality assurance of higher education at global and national level. This appointment is subject to the approval by the BoG.



Dr Raouf has been associated with us for a long time and it has been a privilege for UMT and beneficial to UMT in its very formative stage of development after its inception.

Dr Sufian Munawar awarded PCST Research Productivity Award 2013-14

Dr Sufian Munawar, Assistant Professor, SST, has been awarded the "Research Productivity Award 2013-14" by Pakistan Council for Science and Technology (PCST) in the category "D". Only 317 candidates were successful for this award out of 2000 from all over Pakistan. The award is based on the research publications in nonzero impact factor journals, national and international patents and PhDs produced in the year. PCST announces this award annually for the scientists, engineers and doctors working in public/private sector universities and institutes of Pakistan.



Dr Muhammad Naveed Tahir becomes HEC approved Supervisor

Dr Muhammad Naveed Tahir, Assistant Professor, SBE, has been selected as HEC Approved Supervisor for PhD level students. Dr Tahir holds PhD in Economics from University of Lyon II (France). Prior to joining UMT, he served the State Bank of Pakistan as Deputy Director in Monetary Policy Department. He attended two trainings one conducted by IMF at IMF Institute, Washington D.C. and the other conducted by Federal Reserve Bank of New York in New York. Dr Tahir has presented his research work in international conferences in Spain and Greece. His teaching and research interests include Applied Econometrics, International Economics, Macroeconomics and Microeconomics.



Dr Mohammad Asad accepted as Editorial Board Member of Mechanical Engineering Research journal

Mechanical Engineering Research journal which is an international, double-blind peer-reviewed journal published by the Canadian Center of Science and Education, has accepted **Dr Mohammad Asad**, Associate Professor, Chairman Department of Mechanical Engineering, School of Engineering, UMT, as Editorial Board Member. Journal is indexed in DOAJ, EBSCOhost, Google Scholar, JournalTOCs, LOCKSS, PKP Open Archives Harvester, ProQuest, Standard Periodical Directory, Ulrich's, and WorldCat.





MD PTDC Kabir Ahmed Khan shares his vision for Pakistan Tourism Industry

Ch. Kabir Ahmed Khan was appointed as the Managing Director and Chief Executive of Pakistan Tourism Development Corporation in April 2014. He has a distinguished record of public service. He was enrolled as Advocate Lahore High Court and joined Ex-PCS service as EAC. He served as Magistrate, Assistant Commissioner Lahore, Sahiwal, Murree, Director LDA, Director Anti-corruption Faisalabad, DCO Khushab, etc. He also served in NAB Lahore and Peshawar, in Ombudsman's Office Punjab and Advisor and Secretary in the Office of Provincial Ombudsman's till April 2014.

While visiting UMT to launch Pakistan Tourism Club, Kabir Ahmed Khan shared his plans with the UMT Moments and Momentum team for revitalizing the tourism industry. Excerpts.

Q: PTDC has always remained an untapped industry of Pakistan. What could be done to revitalize this industry?

A: PTDC was providing affordable tourism facilities to the common man till 1999. The situation deteriorated when undemocratic government sold three of our important hotels, i.e., Faletti's Hotel, Lahore, Murree Cecil Hotel and Dean's Hotel, Peshawar. When PPP came into power in 2008,

they appointed an MD who hired 706 employees from grade one to nineteen without following any hiring procedures. PTDC has suffered huge financial losses because of loss of these motels and is now burdened with 700 'forced employees' whereas our own employees have not received any salaries for months.

Although PTDC has the largest number of motels (approx. 39) in Pakistan but most of them are located in hilly areas and are serving seasonally.

Q. How do you see Pakistan Tourism Industry developing?

A: We are doing our best to set a trend which aims to provide affordable tourism to the middle class. When I took over as MD PTDC, I took several steps at the advice of PM of Pakistan. We made three of our motels and restaurants functional in Daman-e-Koh and Islamabad. We also requested some influential people to upgrade the existing restaurant financially. Recently, we have equipped PTDC Wagah Motel with proper recreational facilities.

Q: Do you think that privatizing the tourism industry is a positive shift?

A: I think it is a very encouraging shift. Pakistan Tourism Club is one such example which will provide 20-25

percent discounts to professionals from various backgrounds. Students and staff of educational institution will receive 50 percent off on our registration fee. The Club on the enrolment of 5000 members would not only become profitable but can play an important role in the revival of tourism industry. PTDC is also providing better

We have highest number of tourists in Pakistan from China, India and Canada. Japanese are also interested to visit Pakistan

travelling facilities to the people of India and Pakistan. We have purchased 4 new buses. PTDC has also purchased 2 new coasters to start travelling services between Pakistan and China.

Q: Tell us about your current projects?

A: When I took over, there were many hotels and motels which were abandoned and were in last stage of completion. My first step was to put them on lease for thirty years and let the owners bear up the construction cost and run it for a specific period of time.

Another aim is to promote the heritage of Lahore. We are holding meetings with transporters to facilitate the people of Lahore, especially students to provide them tour facilities of adjoining areas like Changa Manga and Harappa and introducing a train route to Murree.

Q: Which countries are attracted to Pakistan as a tourist destination?

A: We have highest number of tourists in Pakistan from China, India and Canada as religious tourism seems to be at its peak throughout the year.

A lot of international mountaineers from Japan and other countries are going to come to Pakistan to experience the adventure life at its best.

Japanese are also interested to visit Pakistan and we are sending them material on Buddhism and Gandhara Art.

We are also planning to hold a conference on Buddhism and Gandhara Art and believe that Taxila is going to be the next global destination. We would be offering travelling tours to Japanese and Chinese guests to Northern areas which are the hub of 'spiritual attractions'.

Q: What are the prospects for developing adventure tourism in the country and do we have adequate facilities for these mountaineers?

A: Recent researches have revealed that K2 is becoming higher than Mount Everest and out of 10 highest peaks in the world, four are in Pakistan.

Therefore, a lot of international mountaineers from Japan and other countries are going to come to Pakistan to experience the adventure life at its best.

As far as facilities are concerned, required infrastructure is there. For instance, for K2 mountaineers, we have very good motels at Skardu and necessary equipment, medical facilities, etc.

Q: Can you tell us about the efforts being done to restore Malam Jabba?

A: We have 19 motels in KPK, five are on lease and owned by KPK provincial government and 14 are PTDC property. The Malam Jabba motel is on lease land and owned by KPK. So far, because of political chaos and provincial government's non-cooperative response, we have not been able to restore the place nor motel. At present, KPK Government has given it to a firm to develop a resort there which is in its final stages.

Q: We face a lot of transportation problems while going to northern areas; do you think that joint venture with transport companies is a valid option?

A: This is a good option and we have signed an agreement with NETCO (Northern Areas Transport Corporation) in this regard. *Inshallah*, we would be starting pick and drop facilities for the travellers on discounted rates soon. We would be extending our facilities not only to Kalam but to Lahore also. Currently, we are providing local tour facilities to people. For instance, we have transport facilities for tourists who would like to attend lowering of the flag ceremony at Wagah border.

Q: Which tourist destination of Pakistan do you expect to dominate tourism in upcoming years?

A: Taxila holds great attraction for tourists because of its historical, cultural and religious importance.

Q: Are you working with any associations to promote adventure travelling?

A: Yes, we have a liaison with some associations but we would like to explore this option too. For instance, we are planning to put Fairy Curry Meadows on lease in association with PTDC. We are focusing on collaborations and plan to offer reasonable rates to our clientele.

Q: Are you planning to start any air services for Northern areas especially to Gilgit, Chitral or Swat?

A: We definitely need air services. Till June 2014, there was a flight service available for Gilgit but now PIA is

offering two flight services whereas for Skardu it has been reduced. Most of the flights going to Skardu get cancelled because of security concerns and weather conditions.

Q: How can we engage young people to explore their own country?

A: We have requested the Punjab Government to give us a land near River Ravi and in Murree too where we will offer residential camping facilities on cheap rates for students. Plus the maintenance of such camps would be easier than staying in hotels.

Q: So far, we haven't heard any tourist promotions done through brochures or CD. What is your take on this issue?

A: It is a fine suggestion which we haven't explored before but would like to introduce soon. We will be printing brochures and launching our CDs to inform travelers about a particular destination and we are keenly looking for your support in this regard.

There are beautiful places like Thandiani and Deosai Plains which are 'untouched' by travelers and have

Taxila holds great attraction for tourists because of its historical, cultural and religious importance.

historical points which need to be travelled around from recreational and educational point of view.

Q: UMT and PTDC recently signed a Memorandum of Understanding (MoU) to promote tourism and expand higher education facilities in the country. What are the likely benefits to both organizations as a result of this partnership?

A: We are thankful to UMT for their kindness as they have agreed to offer their printing and publication facilities and promise to enroll 5000 students and staff as a member of Pakistan Tourism Club. Plus we will be able to avail their expertise in developing our website also.

– **EDITORIAL**

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