

UMT news



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INSIDE THIS ISSUE

World Usability Day *Page 2*

Well Done - An Achievement Evening *Page 3*

3rd UMT Convocation *Page 6-7*

Sports News *Page 11*

3rd UMT CONVOCAATION Special Report



From the desk of the EDITOR

This being the last issue of 2008, we have tried to give maximum coverage to the events and activities organized by various departments in UMT, over the last couple of months. These included lectures, seminars, workshops, sports, and student activities, culminating in the 3rd Convocation.

December 31, 2008 marked an important day for graduating students of the University of Management and Technology, Lahore. The day was a celebration of success, much of which rested on the people who make up the UMT community - students, faculty, staff, parents, academic council and UMT Board of Trustees.

UMT is a radiant example of the success that results from honesty, dedication, hard-work and purity of cause. The UMT community takes great pride in the fact that its worthy Rector, Dr Hasan Sohaib Murad, has played a key role in initiating and enabling the transformation of ILM to UMT. The last eighteen years have seen the institution grow steadily to its current stature and today it boasts of ranking among the leading universities in the country. We have a world class faculty and we offer facilities for teaching and learning that are second to none. Our students should be confident in the knowledge that they are getting 'the best from the best'. We take pride in having been part of the splendid rare occasion of awarding medals to 40 outstanding students, and degrees to 633 graduating students.

UMT provides education, which is beyond 'just academic knowledge'. The institution supports intellectual and personal growth of students, preparing them to become transformational leaders and citizens with sound sense of ethical values.

Convocation is the high point in the life of every student. It marks their academic achievement when they are awarded degrees in the presence of their teachers, and their proud parents. It is also a point in their lives when they enter the real world of challenges. Our graduates are our pride. In this issue, we have dedicated the center-fold to the 3rd Convocation. Selected pictures convey the somber and dignified ambience of the event.

Besides imparting knowledge and skills to its students, another important role of an educational institution is to develop them as well-rounded individuals. In this regard, UMT offers ample opportunities to its students to acquire confidence, competitiveness, and team spirit through participation in sports competitions. Lessons of team spirit and cooperation are best learnt on the playgrounds, and these are some of the ingredients for success in life.

The Office of Participants Affairs (OPA) has played an important role in promoting sports in UMT. Their efforts deserve to be commended. Besides organizing sporting events, they also motivate and encourage students to participate in these events, and provide proper coaching to them. A definite plus point is that the cost of most of these events is met through sponsorships, hence there is no financial burden upon UMT. The man behind the success of OPA is no other than Rana Ifrikhar Ahmad, who has been organizing many activities and events since the very early days when UMT was still ILM. In December 2008, OPA held a 'Well Done - An Achievement Evening' to honor the winners and participants of the various extra-curricular activities held over the year. Three departments, namely, Office of Facilities Management (OFM), Office of Information Technology (OIT), and Office of Communications and Media (OCM), were also presented the 'Well Done' award for their support and cooperation to OPA.

Finally, we are well into the Spring 2009 admissions campaign with the Office of Admissions team working in overdrive mode. The student intake has been steadily increasing over the last couple of years as word about UMT gets around that it is one of the top universities in Lahore in all respects. Much of this success has been achieved due to the commissioning of our new campus in 2007, the solid reputation of our outstanding faculty, job placements of our graduates in reputed organizations, our advertising effort and exposure gained through participation in educational exhibitions, and above all the able guidance of our worthy Rector, Dr Hasan Sohaib Murad.

UMT News team hopes that our readers enjoy going through the pages of this issue, although it has appeared late due to unavoidable circumstances. We are working towards streamlining the flow of information to us concerning departmental/school activities for publishing, and to this effect we have approached the Department of Media and Communication in the School of Social Sciences and Humanities, to nominate some students with good written communication skills to cover the various important events and activities taking place in UMT from time to time. Once this arrangement is in place, we hope that our reporting standards would improve further.

Happy reading, and a very happy new year to our readers.

- EK

World Usability Day

The World Usability Day was celebrated for the first time in Pakistan on November 13, 2008. World Usability Day (www.worldusabilityday.org) was founded in 2005 as an initiative of the Usability Professionals' Association to ensure that services and products important to human life are easier to access and simpler to use. Organized by the Interaction Design Center (www.ixdc.org) at UMT, the celebration coincided with a globally-coordinated effort with similar events taking place simultaneously in 170 cities and 45 countries across the world. The event in Lahore was an initiative of **Imran Hussain**, Director IxDC and a User Experience Consultant, who was assisted by **Adnan Ali** (IxDC/UMT) and others in organizing the event. The World Usability Day was celebrated in collaboration with **Google, Octara and Obscure**. Media Partners included **City 42, City FM 89, The Nation, and Rightmoves**. Knowledge Partners included **TCS and Learning Resource Development Center**.

The event in Lahore attracted over two hundred participants from all walks of life who came together on a busy working day to discuss usability and experience design. They were treated to views and ideas from an assortment of speakers belonging to various organizations and industrial sectors. The theme for the international event this year was transportation. The speakers talked about the design of transport safety and security, modes of transportation, transportation infrastructure, informa-

Khushnood, Google Pakistan Country Consultant, played a critical role in arranging this collaboration with Google India. The keynote speech was given by **Ehtisham Rao**, Director of IT Strategy and Innovation at Mobilink. Ehtisham discussed the possibility of introducing "Design Thinking" in developing services. The participants showed a keen interest in the speaker's assertion that the problems faced by common Pakistanis can be solved by designing solutions so that every aspect of human experience is properly handled.

Ahmed Rafay Alam, Advocate High Court and Adjunct Faculty at LUMS, also spoke on the occasion. He linked usability with democracy and asserted that a usable and well-designed transportation infrastructure is a key step towards realizing a truly democratic society. A city that is good for children, the elderly, the handicapped and the poor is good for everyone. Using aerial pictures of DHA Lahore and the unorganized "Charar Pind" in the midst of an organized infrastructure, Ahmed emphasized the need to design for all members of society.

The airline industry was the focus for **Ahmed Shuja**, CEO and User Experience Consultant at Obscure Interactive. His presentation included a pictorial study of airport and airplane infrastructure and discussed issues regarding ergonomics and human factors. Ahmed brought contrasting examples of both local and foreign airports and highlighted design issues in airplane seats, in-flight entertainment system placement, airport lobbies and airport information



Ian Ruskin, well known marketing expert, sharing his views with the participants of the seminar

tion technology in travel, and signage related to transportation in Pakistan. The World Usability Day celebrations kicked off with a welcome note and introduction to the Interaction Design Center (IxDC) by Imran Hussain. IxDC is an interdisciplinary center that undertakes education, research, development, outreach, training, and consulting activities with the aim of making business services and interactive digital products accessible and easy-to-use. Imran briefly explained the importance of creating customer experiences through approaches such as 'Experience Design', 'Design Thinking', and 'User-Centered Design' (UCD). In addition, he also outlined the main focus areas of IxDC which include Experience Strategy, Service Design, User Research, Search Engine Optimization, Information Architecture, Interaction Design, User-Interface Design, and Usability Testing, amongst others.

The highlight of the event was a video presentation by **Lalit Katragadda**, the creator of Google Map Maker, live from Google campus in Bangalore, India. This was Google's first ever video conferenced seminar in Pakistan. Google Map Maker allows people to contribute, share and edit map information from certain regions around the world including Pakistan. Lalit showed a time-lapse video of users from Pakistan filling a blank Lahore map with details of roads, turnabouts, points of interest, and business and educational institutions. The participants posed follow-up questions and were enlightened by the possibilities of having a web-based, user-moderated map for all the cities of Pakistan. **Badar**

display systems. Imran Hussain also presented a usability study on National Highway Authority's e-Tag system and service design. He highlighted the issues with the service design including the non-availability of educational material outside the motorway network, the e-Tag lane being blocked with cones on the motorway toll plaza and the difficult user experience in using e-Tag multimedia kiosks at motorway service areas.

In addition to the above, there were other very interesting and diverse talks. **Ian Ruskin Brown**, the Chief Guest for the event and well-known marketing expert, took a deeper stance on usability by highlighting the need to design products and services so that they are not only easy-to-use, but also interesting and rich in experience. **Ayesha Ghuffar**, MS student at UMT, presented a research paper on "The impact of bus stop location and usage on traffic flow in Lahore". Professor **Dr Tanvir Iqbal**, Chairman Department of Transportation Engineering and Education at UET, provided the audience with details of academic opportunities in the field of transportation engineering which also includes transportation infrastructure and services. **Qaiser Abbas** from the City Traffic Police Lahore, made a presentation on safety and security issues related to transportation.

In the end, the participants exchanged views and expressed their satisfaction at being part of such a unique event. This was the first time that members from the Pakistani design and usability community got a chance to get together and share ideas. We certainly hope that will not be the last and more events of this kind will be organized in the future.



Imran Hussain, Director IxDC, making a presentation during the seminar



Dr Tanveer-ul-Islam, the Chief Guest, receiving a souvenir from Dr Hasan Sohaib Murad, Rector UMT

OPA organizes "Well Done – An Achievement Evening"

The Office of Participants Affairs (OPA) organized an award giving ceremony titled "Well Done – An Achievement Evening" on December 23, 2008 to award prizes and certificates to winners/participants of the various extra-curricular activities held throughout the year. Office bearers of various clubs and societies also took oath during the proceedings.

The event was attended by **Dr Hasan Sohaib Murad**, Rector UMT, **Dr A R Kausar**, Pro-Rector UMT, **Rana Iftikhar Ahmad**, Head OPA, and other high ranking UMT officials. **Dr Tanveer-ul-Islam**, Honorable Minister for Culture, Sports and Youth Affairs, Government of Punjab, was the Chief Guest. The Guests of Honor included Lt Col (Retd), **Muhammad Ashraf Khan** (Minister of Labor and Human Resources, Government of Punjab), **M. Ashfaq Butt** (Mr Pakistan, Mr World Junior, Body Building Champion), **Afzal Khokhar** (Member National Assembly, Muslim League N), **Intekhab Alam** (Coach Pakistan Cricket Team), **Nasir Khan** (Executive Director, Daily Times), **M Salman Dogar** (Regional Manager, Standard Chartered Bank), **Syed Muhammad Salman Kirmani** (Key Account Manager, Coca-Cola Pakistan), and **M Kashif** (Regional Sales and Account Manager, Coca-Cola Pakistan).

A large number of students and members of the UMT community were present on the occasion. Representatives from the electronic and print media were also present. Popular TV channels City 42 and Channel 5, covered the event. Representatives from newspapers such as Daily Pakistan, Express and Nawa-i-Waqt were also present.

The ceremony was hosted by **Farzeen Saqib** and **Muhammad Nouman**. It began with the recitation of a few verses from the Holy Quran. Office-bearers of all clubs and societies took oath for 2008-09 and participants of all sports

UMT Debating Society, REBOOT and Media and Communication Club were called on stage. Dr Tanveer-ul-Islam administered the oath. Crests were also awarded to the presidents of the clubs/societies. The Co-Patrons also received crests. These included **Asher Ramish** (School of Business and Economics), **Saleem Ata** (School of Science and Technology) and **Hafiz Bilal Farooq** (School of Social Sciences and Humanities).

Special awards were given to recognize the support provided to OPA by the Office of Communications and Media (OCM), Office of Information Technology (OIT) and Office of Facilities Management (OFM).

A prize distribution ceremony was held for the winners and participants of sports and extra-curricular events of 2007-08. Winners of the 5th UMT Badminton Championship, 5th UMT Table Tennis Championship, 3rd UMT Girls Tournament, 5th UMT Staff/Faculty Badminton, 5th UMT Staff/Faculty Table Tennis, 5th UMT Snooker, 6th UMT Tape Ball Tournament, 4th UMT Girls Tournament, 6th UMT Table Tennis Championship, 6th UMT Badminton Championship, FUT Thrill'08, 6th UMT Staff/Faculty Badminton, 6th UMT Staff/Faculty Table Tennis, 3rd Chess Competition and U-Fest'08 received prizes. Certificates were also awarded to the organizers and participants of various sports and extracurricular events of 2007-08. The University Colors were presented to **Muazzam, Muhammad Mannan Naem, Muhammad Sami, Bilal Adil, Zainab Mushtaq** and **Jaweria Ghani**. University Colors are presented to exceptionally talented students who are actively involved in extra-curricular and sports activities, volunteer work and other events held in the University. It is a great honor to receive them and we congratulate the recipients on being bestowed with this honor.



A view of the gathering at the 'Well Done – An Achievement Evening' organized by OPA

and other extra-curricular events of 2007-08 received prizes. The oath was conducted in the presence of Dr Hasan Sohaib Murad, Dr Abdul Rashid Kausar, Rana Iftikhar Ahmad, Dr Tanveer-ul-Islam, and Muhammad Ashraf Khan. Office bearers of the Social Welfare Society, UMT Sports Club, Gal's Zone, Fine Arts Club, Overseas Participants Club, UMT Literary Society, UMT Dramatic Club,

The Office of Participants Affairs (OPA) deserves commendation for organizing an event that brought students and the UMT management together. The event encouraged everyone to become active participants in extra-curricular and sports activities that are held regularly at UMT. We hope that the UMT community will actively participate in such events in the future.

Office bearers of Clubs/Societies

Social Welfare Society	
Name	Designation
Raza Haider	President
Bilal Adil	Senior Vice President
Rizwan Ahmed	Vice President
Ali Akbar	Vice President
Jaweria Ghani	Vice President
Qamar Hassan	Treasurer
Muaz Ahmed	Joint Secretary
UMT Dramatic Club	
Asad Hayat	President
Anqa Zahra	Vice President
Sareen Zulfiqar	General Secretary
Asim Shehzad	Joint Secretary
Ahsan Munawar	Secretary Finance
UMT Sports Club	
Syed Ijaz Azeem	President
Muhammad Samee	Senior Vice President
Sara Naseem	Vice President Women Wing
Mobeen ur Rehman	Vice President
Ali Shahid Malik	General Secretary
Muhammad Umer Maqsood	Joint Secretary
Muhammad Faheem	Finance Secretary
Asad Haroon	Information Secretary
Manan Naseem	Executive Member
Ahmed Siyal	Executive Member
Gal's Zone	
Qurrat Ul Ain	President
Zainab Mushtaq	Senior Vice President
Rabia Zafar	General Secretary
Sana Saleem	Joint Secretary
Hurmat Zahra	Secretary Information
UMT Debating Society	
Nouman	President
Arif Ilyas	Vice President
Hafiz Dawood	Secretary Information
Rehman Akbar	General Secretary
Overseas Participants Club	
Zohaib Ilyas Butt	President
Mavra Naem	Vice President
Syed Ayyaz Azeem	Vice President
Abdul Mohsin	General Secretary
Kanwal Younas	Information Secretary
Syed Zain Ul Islam	Joint Secretary
Waleed Bilal	Secretary Finance
Literary Society	
Muhammad Mukarram	President
Saima Ashraf	Vice President
Mohsin Sajid	Secretary
Salman Qaiser	Information Secretary
Adil Maqbool	Executive Member
Fine Arts Club	
Umerah Shawkat	Club Member
Raheel Butt	Event Coordinator
Naem Bashir	Creativity Designer
Nadia Yousaf	Information Secretary
Aneela Yousaf	In-charge Club Affairs
Amber	Executive Member
Reboot	
Usman Khan	President
Ali Raza	Vice President
Sajid Nawaz	Manager Creativity
Syed Hateem	Manager IT
Hajra Imtiaz	Event Planner
Sareen Zulfiqar	Executive Member
Media and Communication Club	
Farzeen Saqib	President
Komal Iqbal	Coordinator



Dinner for participants of the 2nd International Conference on Assessing Quality in Higher Education

Dr Hasan Sohaib Murad, Rector UMT, hosted a dinner in honor of the participants of the 2nd International Conference on Assessing Quality in Higher Education at the UMT campus on December 1, 2008. Those who spoke on the occasion included Dr Hasan Sohaib Murad and Dr Abdul Raouf, *Sitara-e-Imtiaz* and University Professor and Advisor. The dinner was attended by high ranking UMT officials and a large number of faculty members.



Dr Hasan Sohaib Murad speaking to the attendees of the dinner hosted in honor of the participants of the 2nd International Conference on Assessing Quality in Higher Education

Dr Faheem Uddin presents paper at International Conference in India

An International Conference on Technical Textiles and Non-wovens (ICTN 2008) was held on November 11-13, 2008 at the Indian Institute of Technology (IIT), Delhi with the support of several top level public and private sector organizations in textiles and scientific disciplines. The conference invited research and development papers in technical textiles from experts around the world including UK, USA, Austria, Germany, Italy, India, Hungary and Pakistan. There were 30 papers from industry participants and 26 papers from academic institutions, research organizations, consultants and Government of India participants.

Dr Faheem Uddin, Chairman Department of Textiles, School of Science and Technology (SST) at UMT participated in the ICTN 2008. He presented his paper on 'clay, nanoclay and montmorillonite minerals'. The paper highlighted clay product development for technical textiles and identified the utilization of locally (i.e. Pakistani) available clay minerals in technical textiles. The paper presentation was perceived as a way forward for indigenous product development.

Currently, technical textiles have significant higher growth rate relative to the home and fashion oriented textiles. The present market worth of technical textiles is valued at US \$ 115 billion and is expected to rise to US \$ 127 billion by the year 2010. The significance of any development in this field cannot be over-emphasized. We congratulate Dr Faheem Uddin on presenting his paper at this international forum and hope that his contribution will go a long way in the advancement of technical textiles.



Dr Faheem Uddin receiving memento from Prof M L Gulrajani, chair in the session, following his presentation in IIT Delhi Technical Textile Conference

Research paper God, culture and old age: The social constructions of gerontological experience in a Muslim society

Research is an integral part of academic life at UMT. A joint research paper by Ahmad Raza, Senior Research Associate UMT, Dr Hasan Sohaib Murad, Rector UMT and Dr Ashraf Khan Kayani, HEC Professor from the Institute of Social and Cultural Studies, University of the Punjab, has been published in the Journal of Societal and Social Policy, Vol.7, No1-2, August 2008, Casa Verde Publishing Hong Kong and UK. The research paper is titled "God, culture and old age: The social constructions of gerontological experience in a Muslim society".

The Journal of Societal and Social Policy publishes peer-reviewed (double blind) research work of high quality in areas of social policy, sociology, management and public policy issues. Its articles are abstracted/indexed in leading social science citation indexes and abstract services across the world. We congratulate the authors on the publication of their research paper in such a prestigious international publication and hope that they will continue to contribute to the body of knowledge in the future also.



Book by Dr Muhammad Tahir Mustafa

Dr Muhammad Tahir Mustafa, Assistant Professor SSH, has written a book titled "Falsafa-e-Asma-e-Rasool (S.A.W)". The UMT community congratulates Dr Mustafa on this scholarly achievement and wishes him well for the future. We hope that this book will provide moral inspiration and directions to the readers and will contribute to their spiritual development.

Book launching ceremony will be held in January 2009. UMT News will cover the event for the benefit of its worthy readers.

Seminar: Reviewing responsibilities and evaluation of the Department Chair

The Academic Development Center (ADC) organized a seminar on "Reviewing responsibilities and evaluation of the Department Chair" on November 13, 2008. This seminar was in continuation of the one that was held earlier in August. The seminar was conducted by Dr Abdul Raouf, *Sitara-e-Imtiaz*, University Professor and Advisor. A detailed question and answer session also followed the presentation.



Dr Abdul Raouf, Sitara-i-Imtiaz, University Professor and Advisor, conducting the seminar

Faculty Development Workshop

A faculty development workshop was conducted on November 22, 2008 by Dr Hasan Sohaib Murad, Rector UMT. About 60 participants from School of Business and Economics (SBE), School of Science and Technology (SST), School of Social Science and Humanities (SSH) and Institute of Audit and Accountancy (IAA) attended the workshop.

The workshop was conducted in response to the need for faculty induction programs as follow up to their appointments. It focused on educational and training strategies within the context of the requirements of UMT. It provided incoming faculty members a clear view of institutional objectives, teaching methodologies, pedagogical issues and responses. The workshop gave an orientation to the vision and principles of the UMT learning system, identified existing gaps, and integrated individual and systemic changes for total effectiveness.



Participants of the faculty development workshop pose for a group photograph with Dr Hasan Sohaib Murad

Irfan Ahmed Shaikh receives patent for textile dyeing and washing process

Irfan Ahmed Shaikh, Assistant Professor, Textile Department, School of Science and Technology, UMT, has received a patent from the European Patent Office. The textile dyeing and washing process invented during his PhD research work is now protected by this patent. This new dyeing and washing process saves about 40-50% water, 20-30% time and 25-35% energy. The commercialization of this process will start some time this year in Germany. The UMT community congratulates its learned colleague on the achievement and wishes the best for him in the future.

Lecture: Globalization and the future of the Muslim World

Peter Osborne, political columnist and writer, Daily Mail, UK delivered a lecture on "Globalization and the future of the Muslim World" on November 5, 2008. He said that Muslims were demonized and sketched as barbarians in the Western world by its media and this notion was completely false. He was of the view that there were many similarities between people of different regions and religions and added that there was a lot to be learned from Islam.

A question and answer session was later held followed by a speech by **Dr Hasan Sohaib Murad**, Rector UMT. The Rector said that problems of the Muslims could be solved if a change was generated from within. The lecture was attended by a large number of students and UMT officials including **A G Ghaffari**, Director Events, Forums and Publishing (EFP), **Asif Saeed Haider**, Controller of Examinations, and **Dr Abul Hameed**, Director, School of Professional Advancement (SPA).



Peter Osborne receiving a souvenir from Dr Hasan Sohaib Murad

Lecture: Ancient Greek philosophy from pre-Socratic to post-Aristotelian

The Department of Social Sciences at the School of Social Sciences and Humanities (SSH) invited renowned teacher and academician **Professor Attiya Syed**, to speak on 'Ancient Greek Philosophy from pre-Socratic to post-Aristotelian' on November 25, 2008. Professor Attiya has served as the Head of Department and Dean of Humanities at Lahore College for Women University (LCWU), and has dedicated her life towards developing the education system.

The lecture focused on ancient Greek philosophy. The speaker was of the view that Greek philosophers changed the way we viewed the world and their thoughts and ideas were now considered the precursors of modern science. She observed that western civilization was largely based on Greece's powerful political and social thought, classical art and scientific outlook. She encouraged the students to ask questions related to the subject and this made the session very interactive.

Dr Abdul Hameed, Head, Department of Social Sciences, gave the concluding remarks and expressed his gratitude to the respected speaker. It is very important to expose our students to the thoughts and philosophical insights of distinguished personalities from the academic world and one hopes that more lectures of this kind will be arranged in the future also.



Students of BS Social Sciences pose for a photograph after the lecture by Prof Attiya Syed

Seminar: Muslim epistemology

Epistemology is considered to be the backbone of knowledge. The Department of Islamic Thought and Civilization organized a seminar on 'Muslim epistemology - An overview'. The seminar was held on November 11, 2008. The guest speaker was **Prof Dr Shibir Ahmad Mansoori**, Chairman, Department of Islamic Studies, University of the Punjab, Lahore.

Dr Mansoori told the audience that Muslim Epistemology had its roots in the Islamic world view and that the Quran and Sunnah provided a strong base for developing a knowledge-based society. He said that Islamic Epistemology was different from and superior than Western Epistemology, as Muslims believed in authenticity of revealed knowledge in addition to the role of reason, observation and experimentation.

Lecture: Democracy and governance – The leadership challenge

University of Management and Technology (UMT) and Transparency International Pakistan, organized a lecture on "Democracy and governance – The leadership challenge" on November 4, 2008. **Saeed Mahdi**, Advisor to the Chief Minister Punjab, was the guest speaker. **Bilal Farooq**, Lecturer and PhD Scholar, introduced the Youth in Governance (YinG) campaign launched by Transparency International. **Dr Abdul Rashid Kausar**, Pro-Rector UMT, delivered the welcoming note. **A G Ghaffari**, Director, Events, Forums and Publishing (EFP), introduced the guest speaker and invited him to take the stage.



Students pose for a group photograph at the conclusion of the lecture

In his lecture, **Saeed Mahdi** emphasized the importance of democracy and highlighted the problems that prevailed in Pakistan on account of civil or military dictatorships that had destroyed the spirit of democracy. In the end, **Dr Hasan Sohaib Murad**, Rector UMT, thanked the worthy guest for taking the time to visit UMT and gave the concluding remarks.

Lecture: Guidelines for young researchers in the South Asian context

The need for encouraging young researchers and channeling their energies in the right direction cannot be over emphasized. At UMT, every effort is made to guide aspiring researchers and help them overcome the potential problems that are likely to emerge during their work. Inviting eminent researchers from academic institutions at home or abroad is one way to achieve this objective.



Dr Arif A Waqif receiving a souvenir from Dr Hasan Sohaib Murad

Dr Hasan Sohaib Murad, Rector UMT, invited **Dr Arif A Waqif**, Professor ICAFI School of Public Policy, Hyderabad India, to deliver a lecture on 'Guidelines for young researchers in the South Asian context' on December 4, 2008. The lecture was attended by faculty members of the university. A question and answer session was held during which the participants asked a wide range of questions from the guest speaker. A souvenir was also presented to the distinguished speaker as a gesture of good will.

Seminar: World Philosophy Day

A seminar was held at the UMT campus on November 20, 2008 to commemorate the World Philosophy Day. **A G Ghaffari**, Director Events, Forums and Publishing, conducted the proceedings. The seminar began with recitation of a few verses from the Holy Quran by **Hafiz Bilal Farooq**, Lecturer and PhD Scholar. **Dr Absar Ahmad**, a distinguished philosopher, was the guest speaker. He talked about philosophical concepts related to human rights with reference to contemporary world affairs. He gave a background knowledge and understanding of philosophy and the contribution of philosophers to the evolution of civilizations. He highlighted the role that philosophers and social scientists can play in today's world in the propagation of humanism and narrated the kind of violation of human rights and UNHR treaties prevalent in this decade.

Dr Hasan Sohaib Murad, Rector UMT, talked about the 'Teaching of Philosophy in Higher Education'. **Dr A Rashid Kausar**, Pro-Rector UMT, gave the concluding remarks. Souvenirs were also presented to the speakers at the end. The seminar was attended by students, faculty members and UMT officials.



Dr A R Kausar, Pro-Rector UMT, awarding a souvenir to Dr Absar Ahmad



The academic procession making its way to the Convocation



Listening to the national anthem – From L to R: Dr Rafique Ahmad, Dr Hasan Sohaib Murad, Senator Prof Khurshid Ahmad (Chief Guest), Mazhar-ud-Din Ansari and Dr A R Kausar



Senator Prof Khurshid Ahmad receiving the convocation shield from Dr Hasan Sohaib Murad



A view of the guests at the 3rd UMT Convocation



Akmal Mahmood Kalair (BS Textiles), receiving the Din Group Gold Medal and Rs 100,000 cheque from S M Naveed, Director Din Group



Dawood Qaseem (MBA Professional) receiving the Ahmed Dawood Gold Medal and cheque of Rs. 100,000 from Senator Prof Khurshid Ahmad



Ushers pose for a photograph after the 3rd UMT Convocation



Organizers of the 3rd UMT Convocation photographed with the UMT management and distinguished guests



A student receiving a degree from Dr Rafique Ahmad



A student receiving a degree from Mazhar-ud-Din Ansari



A student receiving a degree from Prof Dr Muhammad Nawaz



Dr Tashfeen Azhar, Dean SBE, presenting graduates of the School of Business and Economics for conferment of degrees



Dr Khalid Qamar, Dean SST, presenting graduates of the School of Science and Technology for conferment of degrees



Dr Zafar Iqbal, Dean SSH, presenting graduates of the School of Social Sciences and Humanities for conferment of degrees

3rd UMT CONVOCATION 2008

The 3rd Convocation of the University of Management and Technology (UMT) was held on December 31, 2008 at its campus in Johar Town Lahore. Senator **Professor Khurshid Ahmad**, Chairman Board of Governors, UMT was the Chief Guest on the occasion. The Convocation was attended by a large number of graduating students and their parents, members of the teaching faculties of the university, Vice Chancellors of universities, academicians, CEO's of leading companies, and dignitaries. Prof **Dr Rafique Ahmad**, Ex Vice Chancellor Punjab University and Vice Chairman Board of Governors UMT, was also present on the occasion.

Degrees of various programs were awarded to 633 graduates, of which 40 graduates were awarded Patron's and Rector's Medals. A donation of Rs 10 million was also announced by the Dawood Foundation. A scholarship was announced in Nottingham University UK by **Syed Azhar Hussain Abidi**, CEO Falcon Education Services.

Hundreds of graduating students added color and life to the event. The campus was decked with Convocation banners and streamers welcoming the students, their parents and visitors to the venue. This was the first Convocation being held at the university premises since the move to the campus in mid 2007. The students and their families began arriving well in time for the ceremony. The atmosphere was charged with excitement as the students began assembling for the academic processions and the parents/family members were guided to their seats by the smart and well dressed ushers.

Scores of student volunteers were at hand to ensure that everything went smoothly. The Convocation had taken weeks of planning and coordination with the various departments of the University and the entire effort paid off as the Convocation venue welcomed the proud parents and the beaming soon-to-be alumni of UMT. The Convocation began with the graduates' procession and the academic procession taking their places in the venue. **Salman Saeed Qureshi**, Registrar UMT, conducted the Convocation proceedings in a dignified manner. He invited the Chief Guest to formally declare the Convocation open. This was followed by recitation of a few verses from the Holy Quran by **Hafiz Bilal Farooq**.

Speaking on the occasion, **Dr Hasan Sohaib Murad**, Rector UMT, thanked **Prof Khurshid Ahmad** for having spared some of his valuable time to grace the Convocation. He offered special thanks to all the distinguished guests for their presence on this important occasion. He added that UMT faculty members had contributed over sixty research papers in various disciplines during the past year. The University now had 130 full time faculty members teaching 3200 students. He said that the culture of entrepreneurship was especially encouraged at UMT and the University had built a name for itself by offering blended programs in Management and Technology. Special emphasis was given to providing the best laboratory facilities to students. Explaining the expansion and development plans of UMT, the Rector said that a Media Lab was being set up with Raffles Computers and Tech Access was helping in setting up a lab with Sun Microsystems.

The Rector's address was followed by conferment of degrees. **Dr Tashfeen Azhar**, Dean SBE, **Dr Khalid Qamar**, Dean SST, and **Dr Zafar Iqbal**, Dean SSH, presented the graduates of the Masters and Bachelors programs of their respective schools for the conferment of degrees. Finally, degrees were also conferred in absentia to the graduates of the Masters and Bachelors programs at SBE, SST and SSH.

The conferment of degrees was followed by the award of Patron's and Rector's Medals. The Ahmed Dawood Gold Medal along with a cheque of Rs. 100,000/- was awarded to **Dawood Qaseem** of MBA (Professional) by **Shahzada Dawood**, CEO Dawood Hercules Chemicals Limited. The Din Group Gold Medal along with a cheque of Rs. 100,000/- was awarded to **Akmal Mahmood Kalair**, Bachelor of Science in Textiles by **S M Naveed**, Director Din Group.

Convocation souvenirs were also presented to the distinguished guests and the Chief Guest. Dr Hasan Sohaib Murad presented the convocation shield to Senator Khurshid Ahmad. Convocation souvenirs were presented to **S M Asghar**, representative of the Dawood Group, **S M Naveed**, Director Din Group, **Anwar Ali**, Chief Executive Anwar Ali and Associates, **Mian Muhammad Ashraf**, Chief Executive MIA Pvt Ltd, **Ibrahim Qureshi**, Director Raffle Computers Pvt Ltd, **Arsalan Khan Khakwani**, CEO of Tricast Media Pvt Ltd, **Syed Azhar Hussain Abidi**, CEO of Falcon Education Services, and **Chaudhry Naseer Ahmad Bhutta**, MNA. **Raheela Qazi** also received a convocation souvenir for sponsoring development projects at UMT.

Dr Rafique Ahmad awarded degrees to graduates of the School of Business and Economics. **Mazhar-ud-Din Ansari**, Member BOT, President and CEO Iteamad Engineering, awarded degrees to the graduates of the School of Science and Technology. Prof **Dr Muhammad Nawaz**, Vice Chancellor University of Animal and Veterinary Sciences (UVAS), awarded degrees to graduates of the School of Social Sciences and Humanities.

Prof Khurshid Ahmad delivered the convocation address. He congratulated the graduating students on this important day of their life and hoped that they would make the best possible use of the knowledge gained during their studies. He advised them to adopt a moral approach in life in order to build a strong Pakistan and work for the advancement of the Muslim Ummah. He asked the students to live their lives by upholding the principles of justice, equity, courage and valor.

At the end, Dr Hasan thanked members of the organizing committee, support offices, student volunteers and everyone who had worked to make this day so memorable. By all accounts, the 3rd UMT Convocation was a resounding success. Congratulations to the Convocation Organizing Committee for arranging such a well organized event. Held on the last day of the year, the event marked an important milestone in the history of the University. We look forward to the next Convocation and hope that the UMT community will display the same dedication and commitment as they did this time.

Seminar: Language, culture and imperialism

Prof **Dr Shahid Siddiqui**, Director, Center for Humanities and Social Sciences, Lahore School of Economics (LSE), was the guest speaker at a seminar on "Language, culture and imperialism" organized by the Department of English, School of Social Sciences and Humanities on November 15, 2008.

Dr Siddiqui stressed the importance of being aware of negotiating the terms and contexts in the use of English. He added that students should be made aware of the conflicting values represented by the English language in the form of linguistic imperialism. He was of the view that we should focus on creative communicative strategies to acquire and use English on our own terms, and resist the hegemonic ideologies of the language.

At the end, **Dr Hasan Sohaib Murad**, Rector UMT, thanked the speaker for taking the time to visit UMT. Speaking on the occasion, he observed that the participants must come forward to conduct research in the area of linguistic imperialism. He also suggested that foreign literature should be translated in the national language for conceptual comprehension of various educational disciplines.



Dr Shahid Siddiqui speaking during the seminar on "Language, culture and imperialism"

Training follow up session: Demonstrating ownership and initiative (faculty)

A follow up session was organized for faculty members by the Office of Human Resources on November 28, 2008. The training session was conducted by **Waqar Ahmad** and **Mobin-ul-Haque**, Assistant Professors, SBE. A review of the last session was undertaken and all participants were asked about the initiatives that they had taken since their training. The participants discussed the outcomes of such initiatives and the problems faced by them. Later, various facets of leadership and influencing techniques were discussed.



Participants pose for a group photograph at the conclusion of the workshop

Knowledge sharing sessions for OIT staff members

Customer relationship and support

A knowledge sharing session was organized for OIT staff members on December 19, 2008 in the Software Development and Services (SDS) Room. The session focused on "Customer Relationship and Support". **Attiq ur Rehman**, Senior Network Administrator, shared his knowledge and experience with the participants. He emphasized the importance of adding values in our support system by taking care of even minor or routine things. He also threw light on aspects of the suggested behavior of seniors to juniors (and vice versa), and the overall behavior of the OIT team with the UMT community. This part of the session was quite informative and was conducted in a very entertaining manner by the speaker. At the end, a question and answer session was also held.

Seven habits of highly effective people

A knowledge sharing session was organized for OIT staff on November 14, 2008 in the UMT Boardroom on "seven habits of highly effective people". **Usman Nagi**, Principal System Analyst, shared his knowledge and experience with the participants during the session. He communicated the importance, benefits and effects of these habits on individual, departmental and organizational achievements. At the end, a question and answer session was also held. The session invited active involvement of the participants and led to mutual sharing of ideas.

Library organizes workshops on "Use of E-Resources for Teaching and Research"

UMT Library supports interaction between users, researchers and the organizations involved in the dissemination of scholarly information. Keeping in view the influx of the latest technological innovations in the academic world, UMT Library organized customized training workshops on the use of E-Resources for Teaching and Research in collaboration with INASP (International Network for the Availability of Scientific Publications), UK and HEC National Digital Library Program. The objective of the workshops was to make the use of digital resources simpler and to familiarize the participants with different search techniques, search interfaces, functionality of E-Resources and use of Endnote for managing referencing/citations.

Workshop Module 1 – for PhD scholars of Higher Education Institutions (HEIs) of Lahore

Module 1 for the PhD scholars of HEIs of Lahore was held on November 29, 2008. Over 35 PhD scholars participated in the workshop. **Muhammad Anwar**, Chief Library Officer, UMT and **Syeda Tamkanat**, Digital Library Operating Officer, HEC were the facilitators. **Dr Tashfeen Mahmood Azhar**, Dean SBE, delivered the welcome note. He stressed that use of E-Resources has become the focal point in today's disciplines of education and research.



PhD scholars of Higher Education Institutions (HEIs) of Lahore photographed together at the conclusion of the workshop

Workshop Module 2 – for the Faculty of Higher Education Institutions (HEIs) of Lahore

Module 2 of the workshop was held on December 20, 2008 for the faculty of HEIs of Lahore. Over 37 participants, mostly faculty members from different Higher Education Institutions of Lahore participated in this module. **Dr Khalid Hussain Qamar**, Dean SST, delivered the welcome note. Assistant Prof **Mushtaq Mangat**, Chairman Library Committee, stressed for maximum utilization of available E-Resources. **Muhammad Anwar**, Chief Library Officer, UMT and **Sana Javed**, Digital Library Operating Officer HEC, were the workshop facilitators. The workshops successfully addressed the need of faculty and PhD scholars by enabling them to achieve their potential in teaching, research and the development of academic programs. The workshops were a blend of presentations, discussions and hands-on training and information-handling skills. The workshop facilitators conducted in-depth training on the use NDLP E-Resources. The training courses were designed to enable the participants with the knowledge required to get the most out of Endnote and demonstrate customization of digital resources to match ones' requirements.

Handouts, database notes, tutorial exercises, and techniques for the use of E-Resources were given to the participants during the tutorial sessions. Participants were also given time to perform their own searches. The session also enlisted the support of Office of Information Technology (OIT) and Information Processing Centre (IPC) in technical support/services. At the end, participants were asked for feedback as a means of determining whether the tutorial had met their needs and to discover how future sessions could be improved.

Dr A Rashid Kausar, Pro-Rector UMT, gave the vote of thanks. He said that today's technology driven information age and need-relevant literacy were the vital components of an information-based economy. A new set of knowledge, approaches and skills are required to discover, manage, implement, and evaluate relevant information, which are altogether different from industrial age. He stressed the need of reinforcing and recapping concepts of Information-based economy. He expressed his gratitude to INASP for providing financial support to organize this series of workshops at UMT and at the same time appreciated the efforts of **Muhammad Anwar** to secure this financial grant. He also extended his gratitude to HEC for sending her representative to take the role of workshop facilitator and the publishers/producers of E-Databases for sending their promotional materials for the trainings.



Faculty of Higher Education Institutions (HEIs) of Lahore pose for a group photograph after the workshop

Training: OIT Help Desk

A two-day training session regarding the online IT Help Desk was organized by the Office of Information Technology in coordination with the Office of Human Resources on November 26-27, 2008. The Help Desk had been launched earlier on November 21, 2008 for more effective and efficient provision of IT services to UMT staff and faculty members.

On the first day of the training, **Dr A Rashid Kausar**, Pro-Rector UMT, delivered the opening address. He congratulated the OIT team for setting up the Help Desk and expressed the view that this application may be customized for other departments as well. The second day of the training was held for faculty members. **Nauman Nadeem**, Head OIT, took the opportunity to speak to the participants and explain the services offered by the Department.

Muhammad Rashid Ali Malik, Assistant Manager Networks, briefly introduced the IT Help Desk and demonstrated the application process to UMT staff and faculty members during the training. He explained how a user could log into the application and post a request with priority setting. He also showed how an administrator was able to provide the solution to the request. He explained the process of checking the request status and communicating the result to the concerned personnel regarding the request.

In his closing remarks, **Dr Khalid Hussain Qamar**, Dean School of Science and Technology (SST), advised the faculty members to utilize the Help Desk and also asked OIT staff to set up this application for SST as well. The setting up of the OIT Help Desk will go a long way in facilitating the UMT community for meeting all their IT requirements.



Muhammad Rashid Ali Malik conducting the training for the OIT Help Desk

Workshop: Best practices of digital library services

The University of Engineering and Technology (UET), in collaboration with the Higher Education Commission and the International Network for the Availability of Scientific Publications (INASP), organized a training workshop on 'Best practices of digital library services' on December 2-3, 2008.

As many as 38 participants from 17 institutions participated in the workshop, which was conducted by **Martin Belcher** from INASP, UK. Workshop participants demonstrated, reviewed and shared best practices of digital library services, delivery within a university environment in Pakistan and encouraged continued digital library services development within participating institutions. A mixture of presentations, case studies, group discussions and planning exercises were undertaken. The case studies were presented by representatives from the Punjab University, King Edward Medical University, Lahore University of Management Sciences and the University of Management and Technology. **Muhammad Anwar**, Chief Library Officer, represented at the workshop.

Mr Belcher encouraged the participants to be actively involved in discussions on the usage of e-resources and sought their suggestions for improvement in the set up of digital libraries at their institutions.

At the closing ceremony, UET Vice-Chancellor **Muhammad Akram Khan** urged the participants to make libraries a corner of superior learning at their institutions. He stressed the need for making libraries attractive for postgraduate and undergraduate students and researchers. Later, he presented certificates to workshop participants.



Muhammad Anwar, Chief Library Officer UMT, presenting his case study

Students of Media and Communication Department photographed along with **Raja Farrukh**, CE Insight Communication and **Tayyab Farooq Bhatti**, Head of the Department, during their visit to the ad agency



Workshop: WAKE – Drive for women's health

Gal's Zone, Office of Participants Affairs (OPA), Tetra Pak and Navitus organized a public awareness campaign about milk consumption in women by conducting a workshop at the UMT campus on December 5, 2008. A lecture was delivered on the importance of drinking milk and ensuring that only safe and hygienic milk is consumed. **Aisha Siddique**, Project Associate (WAKE-Lahore) Navitus, **Madiha Anwar**, Nutritionist (associated with FJM) and **Misbah Ahmed**, Category Executive-Dairy Tetrapak, visited the campus along with their team. The workshop was attended by a large number of female students of UMT. A detailed question and answer session also followed the lecture.



Students pose for a photograph with Madiha Anwar, Aisha Siddique and Misbah Ahmed after the lecture

Welcome party for Batch 12 students of SST

Leaders Forum organized a welcome party for the students of Batch 12, School of Science and Technology (SST) on November 11, 2008. **Ehtisham Ismail** conducted the event. The basic purpose of the party was to introduce the new students to their teachers and senior students. Almost 100 students attended the party. **Dr Khalid H Qamar**, Dean SST, was the chief guest on the occasion. **Dr Ehsan Elahi Khawaja**, **Dr Mohammad Asif Naseer**, **Zaheer Shah**, **Farhan Iqbal**, **Bazigh M Qureshi** and other teachers were also present. All faculty members advised their students to work hard and take a keen interest in their areas of interest.

The new students were given an introduction about the management of UMT. The president of Leaders Forum **Hassan Mussana** addressed the students as well. He introduced the various activities of Leaders Forum and shared his experiences with them. Refreshments were also served at the end.

Organizing welcome parties for new students is a healthy practice and must be encouraged. Such events provide an opportunity for informal gathering of both teachers and students and is very beneficial to the new students who get a positive reception from their seniors at the university.



Dr Khalid Qamar speaking to the new students of Batch 12

Reception of the 1st Batch of students of BS Social Sciences

The Department of Social Sciences, School of Social Sciences and Humanities (SSH) organized a reception for the students of the 1st Batch of BS Social Sciences in the UMT boardroom on December 3, 2008. **Ambreen Salahuddin**, Student Advisor BS Social Sciences, anchored the proceedings. Students of BS Social Sciences took an active interest in the program and came up with many ideas to make the event entertaining and informative.

The program started with recitation of some verses from the Holy Quran by **Ahmad Shaheen** (student of BS Social Sciences). This was followed by presentation of a Naat by **Bushra Sadaat**, another student of BS Social Sciences.

Dr Abdul Hameed, Head Department of Social Sciences, welcomed the students and introduced the realm of Social Sciences to the new students. He explained the importance of social sciences and motivated the students to become leaders of society in the future.

After his address, **Mahrukh Ahmad** recited her poem "Holier than Thou". **Nozimov Ali Sher**, student of BS Social Sciences from Tajikistan, presented a local ballad in Persian language based on the concept of brotherhood. **Shabiha Kausar** spoke on behalf of her fellow students. She thanked the teachers for this event and shared her experiences at UMT.

Dr Zafar Iqbal, Dean, School of Social Sciences and Humanities, spoke on the occasion and delivered an inspiring speech. He advised them to lead their lives with dignity and respect. **Dr A Rashid Kausar**, Pro-Rector UMT gave a brief history of the BS Social Sciences program and encouraged them to become good social scientists. He also advised them to lead balanced lives.

The concluding remarks were given by **Dr Hasan Sohaib Murad**, Rector UMT. He welcomed the students to the program and observed that being a social scientist was far more difficult than being an engineer or a doctor. He wished them well for the future and hoped that they would make meaningful contributions to society as social science professionals.



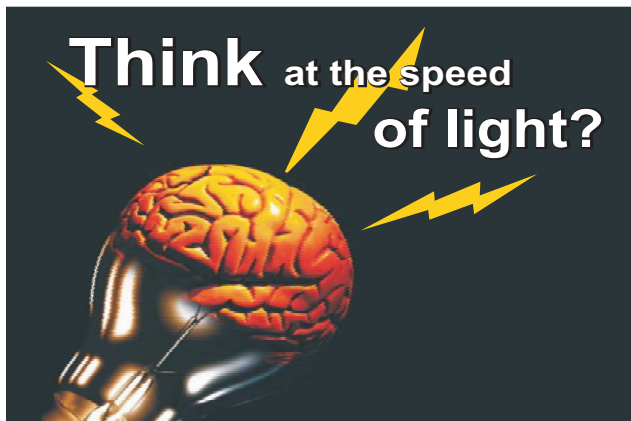
Batch 1 BS Social Science students pose for a group photograph along with Dr Zafar Iqbal, Dr Abdul Hameed and Ilyas Ansari

Quiz competition for SST students

Leaders Forum is an organized platform of UMT students working for the welfare of the UMT community. The aim of Leaders Forum is to guide the students about the true teachings of Islam. Leaders Forum and the School of Science and Technology (SST) organized a quiz competition for the students of SST on November 18, 2008. **Ehtisham Ismail**, Coordinator Leaders Forum UMT, conducted the competition. The quiz comprised of some basic questions from the field of IT and also included a part of *Iqbaliyat*. Ten teams registered for the event. Each team had three members.

In the first stage, five questions were asked from each team and five teams were excluded at the end of that stage. In the final stage each team was asked five questions. There was a tie in this stage which was resolved by asking two extra questions from each team. The students of Batch 10 won the competition. The winning team comprised of **Malik Sadiq Hussain, Ishaq Khaki** and **M Farhan Munawar Ansari**. The runners up team comprised of **Hafiz Furqan-ul-Haq, Karam Ali** and **Ahmed Furqan**.

The winning team was given certificates by **Dr Asif Naseer, Nadeem Khan** and **Nadeem Moazzam**. The event owed its success to the cooperation of faculty members. The efforts by **Nadeem Moazzam**, Senior Corporate Liaison Officer, **Hassan Mussana** and **Dilawar Khan**, members of the Leaders Forum Team, also deserve commendation.



UMT students visit office of leading English daily

The students of Media and Communication Department, School of Social Sciences and Humanities, UMT visited the office of "The POST" on November 17, 2008. They put several questions to **Humaira Shahid**, Editor and **Nasim Ahmed**, Editor Coordination. The students were curious about future of the media industry due to the present financial crunch at the national and international levels.



Students of the Department of Media and Communication photographed together at the office of "The Post"

The editors assured the students that the media industry had a bright future. Humaira told the students that the media was facing several challenges regarding issues of transparency of news coverage. She asked the students who wanted to join the media to concentrate on reading and envision international trends.

Nasim Ahmad told the students that the media was working positively but it was also the duty of the journalists to highlight problems prevailing in society. After the question and answer session, the students visited various sections of the newspaper such as the news room, reporting room, magazine section, etc. The visit was very informative for students.

This visit was arranged by **Ayesha Rehman**, Lecturer, Media and Communication Department. Such visits are very important for students who get a chance to learn about the actual working of newspapers.

Guests of Couchsurfing visit UMT

Guests from Germany and Japan visited the University of Management and Technology (UMT). Students of UMT and **M Ilyas Ansari**, Assistant Professor SSH, were the hosts. The guests included **Mortiz Toneller** from Germany and **Enomoto Wataru** from Japan, members of couchsurfing (www.couchsurfing.com), a worldwide organization to promote tourism, understand cultures and respect their differences.

The guests were on a tour of different countries. Mortiz entered Pakistan after crossing eight European and Asian countries. Similarly, Enomoto Wataru was also on a long tour and entered Pakistan via Iran. Both guests were received by **Osama Tayyab** (student of BS Textiles), **Kashif Raza** (student of MBA-Evening) and **M Ilyas Ansari** at the Lahore Railway Station.

A number of BBA students (**Haseeb Javed, Atif, Ali, Abdul Rehman, Ejaz Niazi, Kashif Zaheer, Abdul Basit, Fahad** and many more) also hosted the guests. They were taken to different parts of Lahore which are considered tourist attractions. Wataru left Lahore after 3 days to move farther toward China while Mortiz stayed in Lahore for 10 days. UMT students got a chance to learn more about German and Japanese life, culture and politics.



Enomoto Wataru and Mortiz Toneller meet their Pakistani hosts outside the Lahore railway station

Visit to Hafizabad

Osama Tayyab took the German guest to his native city Hafizabad along with Ilyas Ansari. This gave Mortiz a chance to see the family life of ordinary Pakistanis. Mortiz was invited by **Imran Habib**, the Chairman of "Life", a local reputable educational institution, to share his views about his visit, Pakistan, Islam and the hospitable culture of Pakistanis. Later, he was also showed glimpses of village life. He was impressed by the generosity of Pakistanis and felt a change in his thoughts about stereotypes associated with Pakistanis.

Ilyas Ansari had stayed in Berlin in May 2008 with the Toneller family. The Toneller family is expected to visit Pakistan some time this year.

Sports

The University of Management and Technology (UMT) takes care of the physical fitness of its students in addition to academics. The Office of Participants Affairs (OPA) organizes sports activities for the students. Both male and female students are actively encouraged to take part in these activities that are held regularly within the campus. Students also compete in sports events that are held at other institutions as well. Here is a round up of sports activities held during the past two months.

HEC Body Building Championship 2008-09

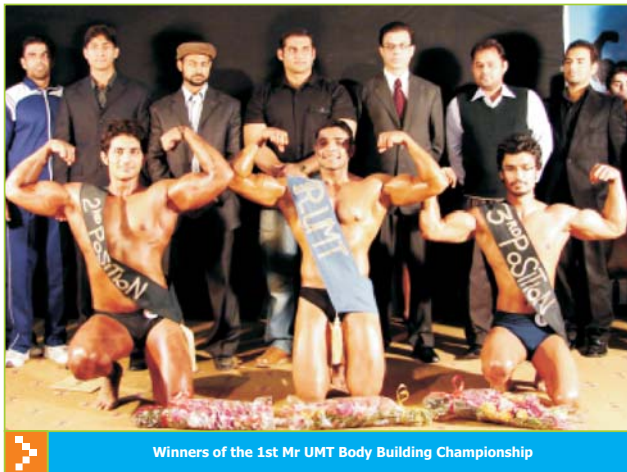
UMT participated in the HEC Bodybuilding Championship held on December 22-23, 2008 at VET University. **Sami Liaquat** got the fourth position in this event.

1st Mr UMT Body Building Championship

The 1st Mr UMT Body Building Championship was organized by the Office of Participants Affairs (OPA) at the UMT campus on December 4, 2008. **Ashfaq Butt**, Mr Pakistan 2008 was the Chief Guest on the occasion. The event generated a lot of interest among the students. Many of them helped to organize the event as well. The organizers included **Muhammad Umer Maqsood** (BS-TE), **Muhammad Faheem** (BBIT), **Asad Haroon** (BS-CE) and **Ali Shahid Malik** (MBA-P).

Eight students participated in the event. These included **Muhammad Samee Liaquat** (MBA), **Imtiaz Ahmed** (BBA), **Muhammad Umair Butt** (BBA), **Hassan Humayoun** (MBA), **Muzammal Khalid** (MBF), **Hafiz Abrar** (BBA), **Awais Fareed** (BBA) and **Faheem Ullah**.

Muhammad Samee Liaquat was the winner of the championship while **Imtiaz Ahmed** and **Muhammad Umair Butt** secured the second and third positions respectively. Prizes were distributed by **Ashfaq Butt**. **Rana Iftikhar Ahmad**, Head OPA, also gave souvenirs to the judges.



Winners of the 1st Mr UMT Body Building Championship

Friendly Football Match

The UMT football team participated in a Friendly Football Match with Hajvery University on December 2, 2008 at the UMT football ground. The UMT team won the match 4:1.

6th UMT Boys Badminton Championship

The Office of Participants Affairs (OPA) organized the 6th UMT Boys Badminton Championship on November 7, 2008. The winner was **Zohaib Liaquat** (BBA) while **Ghulam Dastagir** (BBA) was the runner-up.

6th UMT Boys Table Tennis Tournament

The 6th UMT Boys Table Tennis Tournament was played in the boys common room on November 6, 2008. The Office of Participants Affairs (OPA) organized the event. The first position was secured by **Hamza Rasheed** (BBA) while **Ali Haider** (BBA) and **Wajahat Ali Khan** (BBA) got the second and third positions respectively.

3rd UMT Chess Competition

The 3rd UMT Chess Competition was held in the boys' common room on November 4, 2008. The Office of Participants Affairs (OPA) organized the event. **Umer Mukhtar** (BS TEL) was the winner while **Syed Humza Shah** (BS EE) and **Syed Haris Raza** (BSCE) secured the second and third positions respectively.



A view of the 3rd UMT Chess Competition

ARTICLE

ADVERTISING

What it is really like?

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock".

The best-known headline ever written for an automobile ad by David Ogilvy (died on July 21, 1999 in France).

What is advertising? Why we do it?

Is it to tell the people about your product/service/idea?

If the answer is yes then it is something that anyone with common sense can do. Once you have told the people about your product, what do you expect them to do; buy it? Why? Why should they buy it? You know a lot of products but you do not buy all of them. You do not buy a product because, you simply do not need it, or you prefer another product on it, or you cannot afford to buy it, or you want to know more before buying it, etc. There can be one thousand reasons for not buying a product. So, that means telling someone about your product is not enough and you cannot sell it unless you remove all of the reasons that can stop people from buying it. This is what advertising is all about. Let's take a look at one of its generally acceptable definitions.

"Advertising is a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience."

Leaving the part, "a paid non-personal communication from an identified sponsor using mass media", which tells the nature and boundaries of advertising, I will discuss the part that tells us its purpose "to persuade or influence an audience."

The key point to start any effective advertising campaign is 'an audience'. The advertiser must define and understand the product's soft and hard features, target customer profile, and their preferred feelings that should be stimulated to persuade or influence them. Unfortunately, most of the ads are made to please the seller and the interests of the buyer (target audience also known as target market) are forgotten which kills the very spirit of an advertisement.

Advertising is a very sensitive work that requires a lot of specialized knowledge, professional skill, and field experience. A professional advertiser does not try to make an ad campaign to cater for everyone. By doing so, one may waste resources to persuade the wrong audience and by the time he realizes who the actual customer is, the resources might have already been exhausted.

The technical aspects of advertising are Market Research (if the market is new to the advertiser), Creative (concepts and their actualization), and Media Planning and Buying (placement of the creative output). A campaign cannot be effective if the advertiser is not duly qualified to integrate all these phases and to interact with the people involved. He sees the big picture and knows who's to do what before whom. When such a job is handed over to amateur people, they start building an empire without making a sound foundation of considering the customers' ways of thinking, the factors that motivate them, and the environment in which they live. They do not understand where to involve an illustrator and where to involve a photographer. Moreover, they do blind copy of previously successful ads which is the surest way to produce boredom. Yesterday's discoveries are today's common places; and daringly fresh images soon becomes stale by repetition, and lose their emotive appeal.

Once you know your audience well, you design the message. Here comes the creative section. The creative of your campaign also depicts the goals of your campaign. Some typical goals may include heightening the brand awareness, creating a favorable image, attitude change and increasing the sales, etc.

Your message can be in printed form, digital, vocal, or motion picture, or in all of such forms. Whatever form it is in, besides the information it contains, it should satisfy the customers' respective senses. Only in this way can we make an ad that works as more than an announcement and influence the customers.

The media vehicles we use for placement of our designed message(s) are taken care of in the 'media planning and buying' section. Some of the media vehicles that address the masses are Newspapers, Billboards, Websites, AM and FM radio stations, and terrestrial and satellite TV channels. For local advertising, handbills, posters, and private cable TV channels are also useful. While buying media (say buying time on TV Channels) whatever discounted rates you get if your message (TV Commercial) is not aired on the right day, on the right channel and in the right time slot, you will be wasting your money even if you have spent billions on your campaign. At the end of the day it is not the cheap buying cost that will win you the game, it's in fact the planning, creativity, and timing that will win you the game. Another important thing to keep in mind is that awareness of the advertised message soars up quickly, and then begins to fall after six to eight weeks. This is where the creative execution comes, as modification or rotation can keep the message fresh and noticeable.

In short, advertising is a very sensitive issue. Due to its glamorous nature, everyone in an organization tries to poke his/her nose in it. But if such a job is handed over to amateur people it can demolish the whole image of the product which might not be corrected due to the unbearable correction cost. In the absence of an in house creative department, outsourcing an advertising agency is a wise choice. Once you select an ad agency on the basis of their profile (previous work) it is better to trust their recommendations as long as they do not contradict with your goals.

People working on the conventional patterns for several years might not accept new tools and techniques, but those who have vision and know the impact of media penetration are updating their processes. Educated people with the latest knowledge of advertising know the need of integrating the talent of arts and business administration and bringing in the processes led by strategic plans for respective target segments. If their mentors accommodate them, they can bring pleasant changes. We hope that the future of our advertising in terms of quality and effectiveness will be safer and brighter. But it all depends on how a generation welcomes the other at the change of the guard.

By **Fahad Zia**, Deputy Manager Marketing, The Knowledge School

UMT participates in Beaconhouse Educational Exhibition

The University of Management and Technology (UMT) participated in an Educational Exhibition organized by the Beaconhouse School System for its A-Level students on November 5, 2008. It was inaugurated by **Ali Raza**, Regional Director Beaconhouse, Central Region. Leading educational institutions and organizations such as LUMS, LSE, British Council, USA/UK Consultants, etc. participated in the exhibition. Over 1000 students from different branches of Beaconhouse in the Punjab attended this exhibition.

UMT stall was thronged by students who were interested in various programs offered by the University. The team that represented UMT on the occasion included **Erfan Kureshi**, (Head OCM), **Madiha Shairwani** (Marketing Communications Officer, OCM), **Jabran** and **Abu Bakar** (Admission Officers), and **Amer Hussain** (Lecturer, IAA). Student volunteers **Ahmed Seyal** (MBA Morning) and **Shabeeha Kausar** (BS Social Sciences) accompanied the team and helped in handling student queries and overall management of the stall.



UMT team photographed at their stall during the Beaconhouse Educational Exhibition

Mus'ab School System A-Level students visit UMT

The University of Management and Technology (UMT) invites students from leading educational institutions to visit the campus in order to give them an overview of the academic programs and the facilities and laboratories available to all students during their studies. A group of 30 A-Level students from Mus'ab School System, Civic Centre Johar Town, Lahore along with **Muhammad Ali**, A-Level Coordinator, visited the UMT campus on November 26, 2008. They were cordially received at the campus.

Later, the students were given a brief presentation about UMT by **Madiha Shairwani**, Marketing Communications Officer, OCM. **Salma Manzoor Laleka**, Lecturer SSH, spoke about the wide range of programs offered at the School of Social Sciences and Humanities. **Khalil Muhammad**, Assistant Professor SBE, introduced the School of Business and Economics (SBE). **Col (Retd) Khan Nazir**, Assistant Professor SST and **M Jawad Qureshi**, Research Associate IAA, briefed the visitors about the programs offered by SST and IAA respectively. **Muhammad Ameen** (former student of Mus'ab School System now studying Electrical Engineering at UMT) welcomed his school fellows. **Dr Hasan Sohaib Murad**, Rector UMT also spoke on the occasion and motivated the students to excel in their studies so that they could compete at a global level.

The visitors were also taken on a tour of the campus. They visited the library, Information Processing Center (IPC), engineering, physics and textile labs, and the Office of Admissions. Refreshments were served to the visitors before they were seen off by **Erfan Kureshi**, Head Office of Communications and Media (OCM) and **Madiha Shairwani**.



A-Level students from Mus'ab School System pose for a group photograph on their arrival at the UMT campus



LGS A-Level students pose for a group photograph after the presentation by Madiha Shairwani

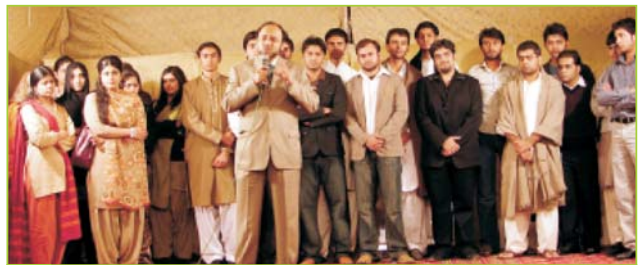
UMT introduced to Lahore Grammar School students

A-Level students of the Lahore Grammar School (LGS), Ghalib Market, Gulberg Branch, Lahore, were introduced to the University of Management and Technology (UMT) on November 3, 2008. **Mazhar Saleem**, Career Advisor LGS, helped in coordinating the visit to the campus. **Madiha Shairwani**, Marketing Communications Officer, OCM, gave a presentation to over seventy students at the LGS campus. She gave a brief history of UMT, provided details of the various programs currently being offered and outlined the facilities at the disposal of UMT students during their studies. She also answered queries of the students about the admission process and related issues. The students were impressed by the wide range of programs, library facilities, and the science and engineering laboratories at UMT. They were given program brochures and other promotional material as well.

The visit to the LGS campus was part of an ongoing campaign aimed at branding the university as a premier institute of higher learning among potential students. The campaign targets A-Level students in prestigious educational institutions who will soon be choosing a university for their higher studies.

Play: Iqbal Aur Hum

The *Bazm-e-Adab* and the Cultural and Dramatic Society, Pak Studies Forum, organized a play titled "Iqbal Aur Hum" on December 3, 2008. The play focused on the relevance of the thoughts of Iqbal in present times and how we have lost the true meaning of his philosophy. It also capitalized on the social and economic inequities prevalent in our society and how these play on the psychology of our people.



Dr Hasan Sohaib Murad, Rector UMT, speaking to the audience after the play

The drama was directed by **Osama Tayyab** and **Khuram Shazada** while **Faheem Dilawar** was the associate director. It was produced by **Anum Hassan Malik** and **Abdul Basit**. The production team comprised of **Omer, Wahaj, Hassan** and **Shazeb**. The make-up artist of the play was **Dilawaz Mughal**. **Abdul Basit** was the cameraman. **Bushra Sadaat** and **Sabih Khan** wrote the play.

The cast comprised of **M Zaigham, Rabia Ejaz, Faheem Dilawar, Shabeeha Kausar, Riaz Butt, Anna Hassan, Bilal Malik, Syedia Kainat, M Rashid Bhutta, M Omer, Wahaj Omer, Hassan, Ramisa Musadiq, Abdul Basit, Shazeb Omer, Osama Tayyab, Nauman Riaz Butt, Khuram Shazada** and **Sabih Khan**. The play was attended by a large number of students and faculty members who enjoyed the show enormously. **Dr Hasan Sohaib Murad**, Rector UMT, was also present on the occasion. The guests included **Salman Saeed Qureshi**, Registrar UMT. Others who were present included **Saadia Rana, Dawood Ilyas Butt, Manqush and Zaheer Shah, Prof Imran Habib**, Chairman Life Hafizabad, along with eighteen students attended the event. At the end, **Dr Hasan** addressed the gathering and appreciated the efforts of the students. Souvenirs were also given to the creative team.



Students performing during the play

Quote of the month

Learning from experience is a faculty almost never practiced.

— Barbara Tuchman

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