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his 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 rare 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 Muneer, 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 splen-
did array of awards in academics to 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 Convoca-
tion. Selected pictures convey the somber and dignified ambience of the event.

Besides imparting knowledge and skills to its students, another important role of any educational institution is to de-
velop them as well-rounded individuals. In this regard, UMT offers ample opportunities to its students to acquire confi-
dence, communication, and team spirit through participa-
tion in sports competitions. Lessons of team spirit and coopera-
tion are best learnt on the playgrounds, and these are some of the abilities that we try to develop in our students.

The Office of Participants Affairs (OPA) has played an im-
portant role in promoting sports in UMT. Their efforts de-
serve to be commended. Besides organizing sporting events, they have also managed and coordinated speakers in these events, and provide proper coaching to them. A definite plus feature is that most of these events are met through sponsorships, hence there is no financial burden upon UMT. The man behind the success of OPA is no other than . He has been organizing and managing various activities and events since the very early days when UMT was still ILM. In December 2008, OPA held a ‘Well Done – An Appreciation Event’ to honor the winners and particip-
ants of the various extra-curricular activities held over the year. Three departments, namely, Office of Facilities Man-
gement (OFM), Office of Information Technology (OIT), and Office of Communications and Media (OCM), were also pre-
tended the ‘Well Done’ award for their support and coopera-
tion.

Finally, we are well into the Spring 2009 admissions cam-
paign with the Office of Admissions team working in over-
drive mode. The student intake has been steadily increasing over the last half of years as word about UMT is around that it is one of the top universities in Lahore in all respects. Much of this success has been achieved due to the commis-
sioning 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 Muneer.

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 depart-
mental/ school activities for publishing, and to this effect we have approached the Department of Media and Com-
munication 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 arrange-
ment 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 15, 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 InxDC and a User Experience Consultant, who was assisted by Adnan Ali (InxDC/UMT) and others in organizing the event. The World Usability Day was celebrated in collaboration with Google, Oxford and Lahore Media.

The event in Lahore attracted over 150 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 in-
dustrial sectors. The theme for the international event this year was ‘Transportation’. Speakers talked about the design of transport safety and security, modes of transportation, transportation infrastructure, informa-

tion technology in travel, and signage related to trans-

poration in Pakistan. The World Usability Day celebra-
tions kicked off with a welcome note and introduction to the Interaction Design Center (InxDC) by Imran Hussain. InxDC is an interdisciplinary center that undertakes ed-

ucation, 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 InxDC 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 Paki-

stan. Google Map Maker allows people to contribute, share and edit map information from various 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 businesses and educational institutions. The participants posed follow-up questions and were en-

lightened by the possibilities of having a web-based, user-modernated map for all the cities of Pakistan. Bador 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 mate-

rrial outside the motorway network, the e-Tag lane being blocked with cones on the motorway toll plaza and the diffi-
cult 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 prod-

ucts and services so that they are not only easy-to-use, but also interesting and rich in experience. Ayesha Ghaffar, 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 Depart-

ment of Transportation Engineering and Education at UET, provided the audience with details of academic opportuni-

ties in the field of transportation engineering which also includes transportation infrastructure and services. Qaiser Abbas from City Traffic Police Lahore, made a presen-


tation 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 we will have the last and most events of this kind will be organized in the future.

Ian Ruskin, well known marketing expert, sharing his views with the participants of the seminar.
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 Sohail Murad, Rector UMT, Dr A R K Kausar, Pro-Rector UMT, Raza Ifhtikhar Ahmad, Head OPA, and other high ranking UMT officials. Dr Tanveer-ul-Islam, Honorary Minimee for Culture, Sports and Youth Affairs, Government of Punjab, was the Chief Guest. The Guests of Honor included Lt Col Butt, Mr Pakistan, Mr World Junior, Body Building Champion, Dr Tanveer-ul-Islam, the Chief Guest, receiving a souvenir from Dr Hasan Sohaib Murad, Rector UMT. It began with the recitation of a few verses from the Holy Quran. Office-bearers of all clubs and societies received crests. These included Asghar 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 (OCD), 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 Table Tennis, 3rd Chess Competition and U-Fest'08 received prizes. Certificates were also awarded to the organizers of various sports and extracurricular events of 2007-08. The University Colors were 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.

The Office of Participants Affairs (OPA) desires 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.
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-i-Imtiaz and University Professor and Advisor. The dinner was attended by high-ranking UMT officials and a large number of faculty members.

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 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.

Book by Dr Muhammad Tahir Mustafa

Dr Muhammad Tahir Mustafa, Assistant Professor SSH, has written a book titled “Falsafa-e-Kama-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.

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-I-Imtiaz, University Professor and Advisor. A detailed question and answer session also followed the presentation.

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.

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, No.1-2, August 2008. Casa Verde Publishing Hong Kong and U.K. 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 public 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.

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 Oborne, 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 Prof Dr Shibbir Ahmad Mansoori, 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), Aif Saeed Haider, Controller of Examinations, and Dr Abul Hameed, Director, School of Professional Advancement (SPA).

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 students to think about the ideas and philosophers of the ancient world and one hopes that more lectures of this kind will be arranged in the future also.

Dr Abdul Hameed, Head, Department of Social Sciences, gave the concluding remarks and thanked the worthy guest for taking the time to visit UMT and gave the concluding remarks.

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 (YIG) 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.

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 worthly 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.

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 Abasr 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’ and 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.

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

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

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

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

A view of the guests at the 3rd UMT Convocation

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

The conferment of degrees was followed by the award of Patron's and Rector's Medals. The Rector's address was followed by conferring 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 Convocation was a resounding success. Congratulations to the Convocation Organizing Committee, Support offices, student volunteers, and the entire UMT community for their efforts and dedication.

At the end, Dr Hasan thanked members of the organizing committee, support officials, student volunteers and everyone who had worked to make this day memorable. By all accounts, the 3rd UMT Convocation was a resounding success. Congratulations to the Convocation Organizing Committee for arranging such an 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.
Sana Javed, Pro-Rector, UMT, gave the vote of thanks. He said that today’s 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 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 Mustaq 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 of 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 one’s 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 Rashed Kausar, Pro-Rector UMT, gave the vote of thanks. He said that today’s technological innovations in the academic world provided information age and need-relevant literacy were the vital components of 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 for 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 his representative to take the role of workshop facilitator and the publishers/ producers of E-Resources for sending their promotional materials for the trainings.

Library organizes workshops on “Use of E-Resources for Teaching and Research”
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. Rashid 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.

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 Felcher 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 the workshop.

Mr. Felcher 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.

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 FCM) 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.

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 Naser, Zaheer Shah, Farhan Iqbal, Bazigh M Qureshi and other teachers were also present. All faculty members advised their students to work hard and take 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.
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 Sadat, 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. Shabika 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.

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 ispolityat. 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 Mozamm. The event owed its success to the cooperation of faculty members. The efforts by Nadeem Mozamm, Senior Corporate Liaison Officer, Hassan Musana and Dilawar Khan, members of the Leaders Forum Team, also deserve commendation.

UMT students visit office of leading English daily

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 Enomotu 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, Enomotu 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, Eijaz Niaz, 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.

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. Sembali 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. Those included Muhammad Saeem Liaquat (MBA), Imtiaz Ahmed (BBA), Muhammad Umar Butt (BBA), Hassan Humayun (MBA), Muzammal Khalid (MBA), Hafiz Abrar (BBA), Awais Fareed (BBA) and Faheem Ullah.

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

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**6th UMT Boys Table Tennis Tournament**

The Office of Participants Affairs organized the 6th UMT Boys Badminton Championship held on November 6, 2008. The winner was Zohaib Liaquat (BBA) while Ghuam 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 Rashid (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.

**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.

**What is advertising? Why we do it?**

Is it to tell the people about our 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 do you not buy all of them? Why? 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. 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 fulfil 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 its 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 advertisers), 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 handled over to amateur people, they start thinking of ways and means to please the expectation 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 emotional 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 favourable image, attitude change and increasing the sales, etc.

Your message can be printed format, visual, 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.

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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 necessary discounts you get for your message (TV Commercial) is not aired on the right day, on the right channel and in the right time slot, you will be waiting 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, creative, and timing that will win you the game. Another important thing to keep in mind is that awareness of the advertised message fades up quickly, and from beginning 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 please his/her boss 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 you are not in a hurry.

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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 quantity and effectiveness will be safer and brighter. But it all depends on generation 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 3, 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, (Head Marketing Communications Officer, OCM), (Marketing Communications Officer, OCM), (Admission Officers), and (Lecturer, IAA). Student volunteers Ahmed Saeed (MBA Morning) and Shabeena Kausar (BS Social Sciences) accompanied the team and helped in handling student queries and overall management of the stall.

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 labs available 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.

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

The cast comprised of M Zaigham, Rabia Ejaz, Faheem Dilawar, Shabeena Kausar, Riaz Butt, Anna Hassan, Bilal Malik, Syedah Kainaat, M Rashid Bhatta, Omair, Wahaj Omair, Hassan, Ramisa Musadig, Abdul Basit, Shazeb Omair, Osama Tayyab, Nauman, Riaz Butt, Khurram Shazada and Sabih Khan. The play was attended by a large number of students and faculty members who enjoyed the show enormously. Dr Hasan Sohail Murad, Rector UMT, was also present on the occasion. The guests included Salim Alizada Qureshi, Registrar UMT. Others who were present included Saudia Rana, Dawood Ilyas Butt, Manqush and Zaheer Shah, Prof Inam 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.