

## Orientation Seminars Fall Semester 2008

Special orientation seminars were arranged for new students for the Fall Semester 2008 at the purpose-built UMT campus in October 2008. New students of the School of Science and Technology (SST), School of Business and Economics (SBE), School of Social Sciences and Humanities (SSH) and the Institute of Audit and Accountancy (IAA) attended the seminars. The number of students seeking admission into UMT has been rising ever since the commissioning of the new campus. This time also hundreds of students were present on Orientation Day. A Help Desk was set up to assist new students in every possible way.

Orientation seminars are organized after every admission campaign to help students make the transition from their colleges/schools to the educational environment of UMT. These seminars provide information to the new entrants about the academic culture, rules and regulations, facilities, and ethical and disciplinary standards to be maintained during their stay at UMT. This year, separate orientation seminars were arranged for both academic issues and those concerned with services provided by the Support Offices of UMT.

### Orientation seminars of the School of Business and Economics (SBE)

#### Morning programs

The School of Business and Economics (SBE) held an orientation seminar for new students of its regular morning programs on October 6, 2008. Students of MBA (Morning) and BBA attended the seminar. **Dr Tashfeen Azhar**, Dean SBE, welcomed the students and provided useful information regarding their studies. Others who spoke on the occasion included **Mansoor Bilal**, Director MBA Programs, **Khalil Mohammad**, Director Undergraduate Programs, **Dr Rukhsana Kalim**, Associate Dean Research / PhD Program, and **Dawood Ilyas Butt**, Associate Professor.

#### Evening programs

The School of Business and Economics (SBE) organized an orientation seminar for new students of its evening programs on October 6, 2008. Students of MBA (Evening), MBA Executive, Master of Banking and Finance (MBF), and Master of Human Resource Management (MHRM) attended the seminar.

The seminar began with the recitation of a few verses from the Holy Quran by **Asher Ramish**, Assistant Professor. **Adeel S Shaikh**, Assistant Professor, conducted the rest of the proceedings. He welcomed the new students to UMT and motivated them to excel in their studies. He explained the grading criteria, campus discipline rules, and library services. He also gave

relevant information regarding courses and programs. **Gulraiz Dar**, Manager Finance, gave a brief about accounting issues concerning students. At the end, the students were also taken on a tour of the campus.

#### MS/PhD program

The orientation seminar for the Fall Semester 2008 of the MS/PhD Program was held on October 15, 2008 in the UMT boardroom. The seminar began with the recitation of a few verses from the Holy Quran. It was followed by the welcome address by **Dr Tashfeen Azhar**, Dean SBE, in which he shed light on the volume of work required for completion of the program. **Dr Rukhsana Kalim**, Associate Dean Research / PhD Program, highlighted the salient features of the program.

**Dr Kamran Siddiqui**, Director UMT Evening Programs, and **Dr Abdul Rauf Butt** shared their experiences with the newly inducted students. In his concluding remarks, **Dr Rashid Kausar**, Pro-Rector UMT, highlighted various aspects of the program and emphasized the importance of its early completion.

The seminar was then followed by refreshments and registration of the new students. They were also taken on a round of the campus in order to acquaint them with the facilities and resources at their disposal for the completion of their studies.

### Orientation seminar of the School of Social Sciences and Humanities (SSH)

The orientation for new students of the School of Social Sciences and Humanities (SSH) was held on October 6, 2008. The ceremony began with the recitation of some verses from the Holy Quran by **Hafiz Bilal Farooq**, Lecturer and PhD Scholar. This was followed by the welcome address by Professor **Dr Muhammad Zafar Iqbal**, Dean SSH. **Salman Saeed Qureshi**, Registrar UMT, also addressed the students. **Asif Saeed Haider**, Controller of Examinations, explained the grading system of the University to the new students. **Muhammad Anwar**, Chief Library Officer, explained library services and facilities. **Firdous Ahmad**, Head IPC, gave information about the services provided by the Information Processing Center (IPC).

Later, the students of the Departments of Media and Communication, English Language and Literature, Education, and Social Sciences were given orientations by their respective Heads.

### Orientation seminar of School of Science and Technology (SST)

The orientation seminar for new students of the School of Science and Technology (SST) was held on October 6, 2008. Students of the BS Program and MS/PhD (Computer Sci-

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UMT management on Orientation Day: on stage (L to R) Rana Ifkhar Ahmad (Head OPA), Erfan Kureshi (Head OCM), Gulraiz Dar (Manager Finance), Muhammad Anwar (Chief Library Officer), Dr A R Kausar (Pro-Rector UMT), Salman Saeed Qureshi (Registrar UMT), Asif Saeed Haider (Controller of Examinations) and Col (Retd) Zafar Ali (Head OFM)

### From the desk of the EDITOR

Much has happened at UMT since the last time the newsletter reached you. The month of September marks a change in the season and the weather becomes pleasant. It also marks the beginning of the new academic year at the university. While student enrolment has gone up significantly ever since the move to the purpose-built campus, it is heartening to note that an increasing number of female students are also joining UMT. That is likely to lead to a healthy change in the environment. UMT is filled with bright new faces these days as a large number of new students can be seen in the campus thronging the classrooms, corridors and the cafeteria.

More students also mean more classrooms and more faculty members to cater for the needs of the student body. It would be advisable to go on to the next phase of development of the campus project because the present single building will be inadequate for our needs at the rate that UMT is now growing. More than anything else, the university needs an auditorium so that the numerous seminars and other events that take place at UMT can be held there. With the start of the new semester, welcome parties and seminars were organized in quick succession. This issue of UMT News covers these activities and much more. Orientation Day was, of course, the most important of these as preparations for the big day had to be completed before the break for *Eid-ul-Fitr*. As the UMT community began to settle in after the somewhat relaxed time during Ramadan, the campus became active again. One of the most significant events was the visit by Ms Yvonne Ridley, the award winning British journalist whose observations regarding the depiction of Islamic values and of Islam itself by the western media generated much interest among the UMT students, staff and faculty members. We also played host to a visitor from Japan, Mr Kotaro Otaka whose expertise in the textile industry was of special interest for students and faculty members of the Textile Department, SST.

With the weather getting cooler, more sporting and recreational events are being held at UMT. One such event was the football tournament 'Fut-Thrill' that was organized by the Office of Participants Affairs (OPA). UMT students also staged a play titled "Kia Socha, Kia Paya" that was written and produced entirely by them. It is very encouraging to note that our students are taking such initiatives and we certainly hope that they get more such opportunities to polish their creative abilities. The setting up of the Students Academic Forum (SAF) at the School of Business and Economics (SBE) with the active support of faculty members is a step in the right direction and we hope that SAF will truly live up to what is expected of them. We have covered most of the activities that took place at the campus. However, a lot has happened since then, such as the lecture on 'Globalization and the future of the Muslim world' by Peter Obourne, well known British journalist, many sports events and much more. The next issue of UMT News will cover all of these.

Finally, a very warm welcome to our new students. And a word of caution as well; life gets tough here as the euphoria of joining the university gives way to hard work and deadlines that every student has to meet if he/she wants to make it successfully to the end. But then, that is how it should be. Campus life is meaningless if it doesn't make you go through the mill. And you have missed out if you don't avail the wide range of opportunities for social interaction, and for a positive exchange of views of young people from diverse backgrounds. So this is the time to take the initiative, give the best that you have got, make enduring friendships and get the most from your teachers who will be your mentors as well. The coming months will give you plenty of opportunities to come to terms with life at the UMT campus.

Arjmand Zahra



Dr Khalid Qamar, Dean SST, conducting the orientation for new students

**Orientation Seminar / Continued from page 1**

ences/Electrical Engineering/Telecommunication Engineering/Textile Chemistry) attended the session. **Dr Khalid H Qamar**, Dean SST, conducted the orientation. The students were given valuable information regarding their programs and were also introduced to the academic culture of the University.

**Orientation seminar of Institute of Audit and Accountancy IAA**

The Institute of Audit and Accountancy (IAA) held an orientation seminar for students of the MCom and BS Programs on October 6, 2008. They were welcomed by **Mohyuddin Tahir Mahmood**, Director IAA who gave an overview of the University and also introduced the Institute. **Amer Hussain**, Lecturer, explained the important features related to the programs offered by IAA. **Muhammad Jawad Qureshi**, Research Associate, also spoke on the occasion. The seminar was very beneficial for the new students as it provided information regarding academic issues.

**Orientation seminar by UMT Management**

New students attended a special orientation seminar by UMT Management on October 7, 2008. The seminar was intended to provide an informative introduction to the various services provided by the Support Offices of the University.

The orientation ceremony began with the recitation of some verses from the Holy Quran. This was followed by an address by **Dr A R Kausar**, Pro-Rector UMT, who welcomed the new students. Heads / representatives of the Support Offices of the University gave brief presentations regarding the functions and services provided by their respective Offices. These included Office of the Registrar (ORG), Office of the Controller of Examinations (OCE), Office of Participants Affairs (OPA), Office of the Treasurer (OTR), Office of Facilities Management (OFM), Office of Information Technology (OIT) and the Office of Communications and Media (OCM).

A special introduction to the wide range of services provided by the UMT Library was provided by **Muhammad Anwar**, Chief Library Officer. At the end, observations and comments were invited from the audience who thanked the UMT management for organizing the orientation seminars for their benefit.



Dr Tashfeen Azhar, Dean SBE, addressing students during the orientation



Dr Zafar Iqbal, Dean SSH, speaking to the new students



Amer Hussain, faculty member IAA, speaking to the new students



Dr Hasan Sohaib Murad holding discussions with HEC PhD Review Committee

**HEC PhD Review Committee visits UMT**

HEC PhD Review Committee comprising of **Prof Dr Khalid Mahmood Khan**, Vice Chancellor, University of Arid Agriculture, Rawalpindi, **Prof Dr Habibullah Jamal**, Vice Chancellor, University of Engineering and Technology, Taxilla, **Dr Muhammad Zafarullah**, Vice Chancellor, Bahauddin Zakariya University, Multan and **Prof Dr Riaz Hussain Qureshi**, Advisor (QA & LI), HEC, Islamabad visited UMT to review PhD programs. The committee expressed its satisfaction over the progress of PhD programs. However, few minor observations were made in order to bring PhD programs in line with minimum criteria of HEC. Later, the Committee Members also visited computer laboratory and the library, and expressed their satisfaction over these facilities.

**Obituaries**

Some members of the UMT community suffered the loss of their loved ones in past few months. The UMT community stands by them in their hour of grief.

- The mother of Dr Muhammad Sarwar Rana, Assistant Professor, SST passed away on October 12, 2008. *Inna Lillah-e-Wa Inna Ilih-e-Rajioon.*
- The father of Nasir Abbas Chaudhry, Lab Technician, SST passed away on October 6, 2008. *Inna Lillah-e-Wa Inna Ilih-e-Rajioon.*
- The younger brother of Dr A Rashid Kausar, Pro-Rector, UMT passed away on September 23, 2008. *Inna Lillah-e-Wa Inna Ilih-e-Rajioon.*
- The mother of Mushtaq Mangat, Assistant Professor, SST passed away on September 4, 2008. *Inna Lillah-e-Wa Inna Ilih-e-Rajioon.*

May Allah bless the souls of the deceased, place them in heaven and give the bereaved families strength to sustain the great loss. The UMT community expresses its condolences to the bereaved families.

**Dr Abdul Hameed nominated member of 'Task Force on Social Sector'**

**Dr Abdul Hameed**, Director School of Professional Advancement (SPA), has been nominated as member of 'Task Force on Social Sector' by the Deputy Chairman, Planning Commission of Pakistan. The task force will review current programs for delivery of services related to the quality of life of ordinary citizens. It will focus on key areas such as improving preventive health, education, access to justice and gender balance in development. The UMT community congratulates Dr Hameed on his nomination and hopes that his expertise will help to improve the social sector infrastructure.



**Dr Kamran Siddiqui appointed Director UMT Evening Programs**

**Dr Hasan Sohaib Murad**, Rector UMT, has appointed **Dr Kamran Ahmed Siddiqui**, Assistant Professor SBE, as Director UMT Evening Programs for a period of three years with effect from October 21, 2008. This appointment is subject to the approval from the Board of Governors (BOG). The UMT community wishes Dr Kamran every success in his new role and responsibilities.



**PhD Committee approves Khurram Aziz Fani's research proposal**

**Khurram Aziz Fani**, MS / PhD Management Scholar Batch 1, held a presentation of his research proposal on the subject of 'Clustering/Segmentation of Hospitals on the Basis of Propensity and Extent of Outsourcing Practices' on October 23, 2008. The purpose of the presentation was to get it approved from the PhD Committee Members. All SBE faculty members and scholars enrolled in the MS/PhD Management Program were invited to the presentation.

Khurram highlighted the salient features of his proposal including data collection, analysis methodologies, purpose of research and availability of literature/resources for research work. His presentation was followed by a detailed question/answer session involving both the PhD Committee Members and the audience.

At the end, the PhD Committee comprising of **Dr Tashfeen Azhar**, Dean SBE, **Dr A Rashid Kausar**, Pro-Rector UMT and **Dr Rukhsana Kalim**, Associate Dean Research / PhD Program, approved the proposal after reviewing its various aspects.

## Another ILM educational project takes off

Launched in February/March, 2008, The Knowledge School Project of ILM has taken off to a promising start. The first batch of eleven schools became operative in August 2008. Another eleven schools will be operative from April 2009. With more schools in the pipeline, the project is likely to have about 35 schools in the coming academic year. The Knowledge School project attaches foremost importance to selection of investors in school education. Investors receive full range of services and support from the Head Office (located in the UMT campus) once they join as Network Associates.

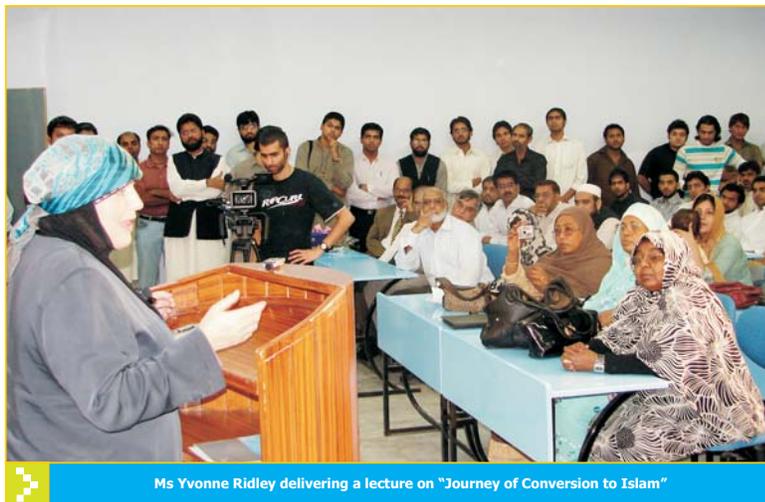
The Knowledge School arranged orientation courses for its Network Associates, Principals and teachers in July 2008 at the UMT Campus. The training sessions were conducted mainly by **Professor Aslam**, CEO, **Dr Khushi Muhammad**, Director Academics, Deputy Directors Academics namely **Ms Farida**, **Ms Uzma** and **Ms Khadija**, **Fahad Zia**, marketing and **Nasir**, finance.

**Dr Hasan Sohaib Murad**, Rector UMT and Chairman of The Knowledge School Project, spoke on the occasion and highlighted the high ideals that must be maintained while taking care of children in schools. He also stressed the importance of developing strong socio-moral and cultural connections amongst various stakeholders in child education.

The Knowledge Schools have so far been established at Lahore, Gujranwala, Tanda (Gujrat), Sargodha, Narowal and Shakargarh. Lahore has six Knowledge Schools i.e. in Township, Gulshan-e-Ravi, Sabzazar, Samanabad, Itafaq Town and Johar Town. Other cities that will join the network from April 2009 include Karachi, Peshawar, Rawalpindi, Chakwal, Wazirabad, Rahim Yar Khan and Chishtian. The project is likely to receive a good number of investors in school education in the coming months. It is based on the vision "to see the Knowledge Schools as credible centers of education focused on holistic development of children with sound ethical and moral foundation." The schools are conservative in thinking, progressive in pace, systematic in approach, and highly professional in performance. Other ILM educational projects include the University of Management and Technology (UMT) and ILM Colleges.

## Award winning British journalist Yvonne Ridley visits UMT

Award winning British journalist **Ms Yvonne Ridley** visited UMT on October 24, 2008 and delivered an inspiring lecture on "Journey of Conversion to Islam". Ms Ridley is a British-born, award-winning journalist and is well known for defending Islam in the western world. She endeared herself to the Muslim community in Britain when she embraced Islam 30 months after making international headlines after her capture by the Taliban during an undercover assignment for a British newspaper in Afghanistan.



Ms Yvonne Ridley delivering a lecture on "Journey of Conversion to Islam"

**Maryam Noor Murad**, student of BS Social Sciences, hosted the event and also welcomed the guests. Speaking on the occasion, Ms Yvonne Ridley described how she sneaked into Afghanistan to cover the war. She also spoke about her experiences during her captivity and how she was well treated by her captors in spite of her defiance. After her release, she studied the Quran and discovered the true teachings of Islam after analyzing all aspects of Sharia law. She said that she found that contrary to popular beliefs, Muslim women were equal in spirituality and in worth. She explained that there were a lot of misconceptions about Islam in the western world and this needed to be countered.

A question and answer session was also held at the end of the lecture. **Dr Mazahar**, Secretary General International Muslim Women Union, paid tribute to Ms Ridley for her brave stance in aid of Muslims the world over. **Dr A R Kausar**, Pro-Rector UMT, gave the concluding remarks. Souvenirs were also presented to the respected guests. The lecture was attended by a large number of students and high ranking UMT officials.

## Muhammad Anwar gives presentation on Materials' Flow Management and Security: Challenges for Libraries

A seminar on "Library technologies: A way ahead" was jointly organized by the Pakistan Library Association (PLA) and 3M Pakistan. About 75 professionals and experts across the province participated in the event.

**Muhammad Anwar**, Chief Library Officer UMT, gave a presentation on "Materials' Flow Management and Security: Challenges for Libraries". He highlighted the emerging trends and technologies in library materials' flow management. He was also asked some pertinent questions on the subject. An interactive session was also held.

**Tariq-al-Nuri**, CEO, 3M MEA region, gave a presentation and suggested comprehensive portfolio of technological solution to the issues raised by Muhammad Anwar. The President PLA also spoke on the occasion.

One hopes that the presentation and subsequent discussion leads to steps for the improvement of library technologies and addresses the problems that plague the issue. The importance of developing libraries in Pakistan cannot be underestimated and we hope that such events lead to concrete steps for their improvement. Muhammad Anwar has earned the appreciation of the UMT community for making his contribution to an important area that affects the educational and academic culture in the country.

## Rector's and Dean's Merit Awards

SEMESTER: SPRING 2008

Bachelor of Business and Information Technology (BBIT)  
DEAN'S MERIT AWARD

I.D. No.	Name	GPA
050804-001	ARSLAN JAVID	3.94
061004-015	SABANAZ	3.94
060904-006	MUHAMMAD ARIF ILYAS	3.88
050804-009	ADEEL RAZA	3.86
050804-024	AMBER DILSHAD CHAUDHRY	3.82
061004-013	MARIAM RASHEED	3.82
040604-032	FAISAL SHAFIQ	3.80
071104-001	LUBNA SADAQAT	3.73
040604-022	SEHAR MASOOD	3.68
040604-029	MUHAMMAD ZUBAIR	3.68
040604-036	KOMAL TAHIR	3.68
050704-012	SAOOD AHMED	3.68
060904-008	MUHAMMAD SALMAN SALEEM	3.68
061004-009	ARSHIA ISHAQ	3.68

Bachelor of Business Administration (BBA)

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
053105-005	QURAT UL AIN ALI	4.00
063405-022	SANA SALEEM BHATTI	4.00
073505-037	MAVRA NAEEM	4.00
073605-112	ANAM SHAHID	4.00

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
063305-039	SIDRA NASIM MIR	3.95
073505-011	KANWAL YOUNAS	3.95
073605-037	AROOO NASEEM	3.95
073605-093	TAYYIBAH NAEEM	3.95
073605-140	USMAN PERVEZ	3.95
083705-003	MUHAMMAD AHMAD AFZAL	3.95
083705-032	REMISSA MUSADDIQ	3.95
073505-003	FATIMA ABDUL SATTAR	3.94
043005-026	WARDAH IDREES	3.93
073605-079	ABDUL BASIT	3.90
073605-130	KANWAL NAWAZ	3.90
083705-020	FATIMAH ARSHAD	3.90

Master of Business Administration Professional (MBA-P)

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
063932-054	HASAN FURQAN	4.00

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
063832-047	IRUM FIJAZ	3.94
063832-070	AYESHA ALAM	3.94
063932-002	MUHAMMAD ATIF KHALID	3.94
074132-002	HASAN IQBAL	3.94
084232-007	FAIZA KARAMAT MEO	3.94
084232-053	SADAF TASLEEM	3.88
063832-053	MUHAMMAD IRFAN BHATTI	3.83
063832-096	SHAIKHA IQBAL	3.80
074132-141	ABIYA AHMAD	3.80
084232-047	SAJID OMER	3.80

Master of Human Resource Management (MHRM)

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
070348-010	AROOO NISAR	3.94
080548-008	AFKAN BIN NAEEM	3.93
070348-004	WAQAR AHMED	3.85

Bachelor of Commerce Honors (BCoH)

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
050141-002	NABEEL-A AHMED	4.00
050141-011	INAYAT ULLAH EHSAN	4.00

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
060241-005	MUDASSIR HUSSAIN	3.94
060241-002	SYED RAZI ZAFAR	3.83
060241-015	MUHAMMAD OMER HAYAT	3.78
060241-008	AHMAD RAZA TARIQ	3.75
060341-003	TAIMUR ZAFAR	3.65

Master of Business Administration Evening (MBA-E)

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
060234-026	TOUFIQUE AHMED GUL	4.00
060234-031	TARIQ AZIZ GUL	4.00

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
060234-061	MEHREEN ZAFAR	3.88
070534-015	IMRAN AHMAD	3.85
070534-018	HANAYA ASLAM	3.85
080834-003	MUJTABA LONE	3.85
070634-027	SANA SALAH UD DIN	3.80

Master of Business Administration (MBA) Executive

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
074221-001	INAM ULLAH KHAN	4.00

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
074121-026	OSMAN ASHRAF	3.85

Master of Science in Banking and Finance (MSB)

DEAN'S MERIT AWARD

I.D. No.	Name	GPA
060646-002	MATMOONA RAHIL	3.94
060646-012	MUHAMMAD MOHSIN HAFEEZ	3.94
070946-009	AQEEL AHMAD	3.93
070846-024	SIDRA MARYAM	3.88
070746-012	MUHAMMAD QASIM	3.80
070746-017	MUHAMMAD IDREES ASLAM	3.80

Master of Science (MS) Electrical Engineering

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
071030-015	ASIF BASHIR	4.00

Bachelor of Science (BS) Electrical Engineering

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
060720-015	SYED HASAN ASHIF	4.00
071020-154	ASFA JAVED	4.00

Bachelor of Science (BS) Telecom Engineering

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
060720-028	FASEEH DANISH	4.00
060720-036	MUHAMMAD HASSAN QAYYUM KHAN	4.00

Bachelor of Science (BS) Electrical Engineering

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
071020-210	AISHA AZIZ	3.96
071020-096	SAAD LIAQAT ALI	3.93
070920-040	ALIYA SAEED	3.83
071020-010	SYED AALI IMRAN	3.83
071020-073	FARHAN AMMAR AHMAD	3.78
070920-037	MUHAMMAD AHMAD	3.76

Bachelor of Science (BS) Textile Engineering

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
060820-052	MIRZA MUHAMMAD ADEEL BAIG	3.93
070920-004	MUHAMMAD YAR	3.88

Bachelor of Science (BS) Telecom Engineering

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
060820-008	SYED ABDULLAH ABBAS	3.76

Bachelor of Science (BS) Computer Science

RECTOR'S MERIT AWARD

I.D. No.	Name	GPA
040220-011	MUHAMMAD ABDUL WAHID	3.75

## Training workshop: How to Sell Yourself

The Office of Participants Affairs (OPA) organized a training workshop titled "How to Sell Yourself" to prepare UMT graduates for the corporate world. **Faisal Sarfraz**, Manager Career Development and Placement OPA, served as the trainer. Faisal has seven years of work experience in companies like FedEx, Western Union and Mobilink.

The six-hour training workshop was attended by about forty participants. It guided them in various aspects of career planning ranging from choosing the right career to applying for a job at the right company, preparing cover letters and resumes to negotiating for salary and improving communication skills. The interactive nature of the workshop ensured maximum learning for everyone involved.

At the conclusion of the workshop, **Rana Ftikhar Ahmad**, Head OPA, thanked Faisal for conducting the workshop and invited

**Ahmad Bilal Khan**, Head, Human Resources, High Noon Laboratories Pvt Ltd, to say a few words. Bilal is one of our alumni who has done well in his professional life. Speaking on the occasion, he appraised everyone that most of the fresh graduates who sought jobs were ill-prepared for the competitive nature of the market and were not knowledgeable in the technicalities of their subjects. At the end, **Salman Saeed Qureshi**, Registrar UMT, awarded certificates to the participants of the workshop.

We hope that more training workshops of this kind are organized in the future as our students need the personal grooming and skills required for getting good jobs after their graduation. OPA deserves our commendation for giving an opportunity to UMT students to learn from the experiences of one of our distinguished alumni and gain an insight into the human resource requirements of the corporate world.



Ahmad Bilal, Head Human Resources, High Noon Laboratories Pvt Ltd, receiving a souvenir from Salman Saeed Qureshi, Registrar UMT

## Workshop: Lean Manufacturing in Garment Industry

The Department of Textiles, UMT in association with the Small and Medium Enterprise Development Authority (SMEDA) organized a workshop on "Lean Manufacturing in Garment Industry" on October 23, 2008. The workshop was attended by leading garment manufacturers of Lahore. **Kotaro Otaka** from Japan was the guest speaker. He is an Asian Productivity Organization (APO) Garment Expert.

The welcome note was delivered by **Dr Faheem Uddin**, Chairman, Department of Textiles, SST. He highlighted the progress made in USA by exercising lean manufacturing approaches that led to 90 % waste reduction. **Haider Sagheer**, SMEDA representative, shared his experience of working with Japanese garment experts.

Kotaro Otaka emphasized the need for the exercise of applicable concepts and practices in the garment industry in order to

remain competitive, and reduce wastage, poor product quality and low efficiency. He shared his practical experience regarding implementation of Japanese tools and methodologies in the garment industry. He also explained effective Japanese tools/ techniques for waste reduction and emphasized the importance of increasing skill level of supervisors, 5S Japanese house keeping practices, and production planning and control systems.

Participants from leading garment industries such as Style Textile, Cotton Web, Sapphire, etc. appreciated the initiative taken by UMT and SMEDA in organizing the workshop. The participants were also awarded the certificates of participation. The concluding remarks were given by **Dr Nabeel Amin**, Assistant Professor SST, who observed that such events should be arranged regularly to develop the human resource base of the country.



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

## UMT Book Fair 2008

The UMT library organized the first UMT Book fair in collaboration with leading booksellers and publishers of Lahore on October 22, 2008. The one-day Book Fair was inaugurated by **Dr Rashid Kausar**, Pro-Rector UMT. **Dr Zafar Iqbal**, Dean SSH, **Mushtaq Mangat**, Convener Library Committee, faculty members, UMT officials and a large number of students were also present on the occasion.



Dr A R Kausar, Pro-Rector UMT, inaugurating the UMT Book Fair 2008

As many as 5000 titles covering a wide range of subjects were put on sale. Subject areas included politics, poetry, economics, education, ornithology, technology, etc. Books on academics and general subjects as well as text books were displayed. English-Urdu dictionaries, Urdu translations of English titles, English translations of Urdu and regional language writings, Urdu books, writings on Allama Iqbal and other eminent personalities, and encyclopedias attracted most visitors. The students showed a keen interest in fiction and poetry.

In his opening remarks, **Muhammad Anwar**, Chief Library Officer, announced that the UMT Library would hold Mega Book Fairs on a yearly basis in the future. Speaking on the occasion, Dr Rashid Kausar, Pro-Rector UMT, observed that the free flow of ideas and thought was one of the most powerful means of sharing and disseminating knowledge.

Students' chapter of the societies and student volunteers actively participated in the proceedings. They did a tremendous job of mobilizing the student community and shouldering the responsibilities of Help/Security Desk. A big note of thanks to all of them is in order. The event ended up with presentation of souvenirs to the representatives of the booksellers by **Dr Khalid Qamar**, Dean SST.

The UMT Community appreciated the efforts of the LRC Team for organizing the Book Fair. The event presented a rare opportunity to them to browse for books on a wide range of subjects at their own campus. One hopes that the Book Fair becomes a regular event at UMT and succeeds in reviving a culture of reading amongst the students.

## Students Academic Forum (SAF) comes to life at SBE

Students Academic Forum (SAF) was established in Spring 2008 to work as a bridge between students and the faculty. The chief responsibilities of the forum are to groom SBE students and provide them a platform where they can bring their innovative ideas to life and gain practical experience by indulging in different activities.



Dr Tashfeen Azhar, Dean SBE, taking the oath from SAF office bearers

The members of SAF were selected after an interview by the faculty members. The interview panel included **Khalil Mohammad**, **Naveed Yazdani**, **Dawood Ilyas Butt**, **Rubina Tashfeen**, **Ghazala Yasmeen** and **Mansoor Bilal**. After interviewing a large number of applicants, twenty students were considered competent for the Forum. Elections were then held in which all SBE students voted for the candidate of their choice. Finally, four office bearers were selected to represent the SBE student body. These included **Maria Mariyam** (President), **Sidra Sarfaraz** (Vice President), **Qurat-ul-ain** (General Secretary) and **Mohammed Akmal** (Treasurer).

The SAF inauguration ceremony was held later. **Ali Agha**, Senior Vice President of ICI, was the Chief Guest. The event was hosted by **Qurat-ul-ain** and **Hafiz Hammad Khalid**, both members of SAF. The formal oath was taken by **Dr Tashfeen Azhar**, Dean SBE. The SAF members vowed to work for the progress of UMT.

After the oath taking ceremony, the fun began as a mango party had been arranged to add color to the inauguration ceremony. Everyone participated in the event and enjoyed a lot. Mango eating competitions were held amongst the faculty members. The competition was won by Dr Tashfeen. Some competitions for the students also took place. There were games like nursery rhymes, parodies, guess the personality, etc. The event lasted almost two hours and was followed by a grand draw for the participants of the evening. One of the faculty members, **Adnan Ali**, won the grand prize of Rs 500.

One hopes that SAF will emerge as a forum where students and faculty members will interact informally and share ideas. It is very important to engage our youth in such activities in order to build the self confidence of students.

## Staff Iftar Party

The Office of Human Resources (OHR) organized an Iftar party for UMT management staff on September 22, 2008. The party was attended by **Dr Hasan Sohaib Murad**, Rector UMT, Heads of Departments of the University and a large number of staff members. Speaking on the occasion, the Rector welcomed everyone who was present and appreciated their contributions to the development and progress of the University. The occasion provided a great opportunity for the UMT community to interact with each other on an informal basis. We feel that such social events should be organized more often so that the staff members get a chance to mingle with each other away from the office routine.



Dr Hasan Sohaib Murad, Rector UMT, speaking to UMT management staff at the iftar party

## Dinner by the Pro-Rector

**Dr A R Kausar**, Pro-Rector UMT, arranged a dinner for the University faculty members and Support Heads on October 10, 2008. The dinner was well attended. The Pro-Rector requested everyone to introduce themselves and this was done by everyone getting up at their table and introducing themselves. After the introductions, the Pro-Rector delivered a short but inspiring speech. This was followed by a well-organized dinner. The event offered a unique opportunity to the UMT community to mingle and interact with each other at an informal level.



Attendees of the dinner. Seen in the picture from L to R:  
Dr Zafar Iqbal (Dean SSH), Dr Khalid Qamar (Dean SST), Dr A R Kausar (Pro-Rector UMT),  
Dr Tashfeen Azhar (Dean SBE) and Dr Abdul Hameed (Director SPA)



A view of the gathering at the dinner

## Workshop: Use of JSTOR eResources

The UMT Library holds regular tutorial sessions and in-depth instructions for the effective use of the services, facilities, and learning resources. The UMT library organized two hours training/session on JSTOR (an electronic database) regarding information-handling skills, and their usage to increase the effectiveness of research queries **Muhammad Anwar**, Resource Person and Chief Library Officer, introduced the latest activities of the library. He also described the concise particulars of eResources.

JSTOR offers an interdisciplinary archive to support scholarship and teaching. It includes archives of over one thousand leading academic journals across the humanities, social sciences, science disciplines, as well as selected monographs and other valuable materials. The entire corpus is full-text searchable, offers search term highlighting, includes high-quality images, and is interlinked through millions of citations and references. The participants included Program Directors, Department Chairmen, Knowledge Unit Heads, faculty members, Research Associates, Teaching Assistants and PhD scholars of SBE. The tutorial aimed at educating the users to make them familiar with the search interface and functionality of the databases. During the training sessions, participants were provided flyers with a cover sheet explaining how to access the database from the Library's homepage, database notes, tutorial exercises, and guides for the use of digital resources.

The training session lasted for two hours. Participants were given time to carry out their own searches. The session also enlisted the help of OIT in information services to present the workshop. At the end of the session, the participants were asked to give their feedback to find out the extent to which the UMT Library met their requirements and to get suggestions regarding improvement for future training sessions.

# OPINION

## The future of Islam in the 21st century?

For the first time ever, the contemporary world has been culturally colonized by a single civilization, the Occident (Western civilization). This process, under way since the late Renaissance, found its intellectual bearings in the European Enlightenment, followed by the Age of Industrialization. Having origins in Europe and perpetuation in America, Occidental thought, technology, products and mores dominate the globe. The world has come to use one language, English. Neither Greek, Latin nor Arabic ever came close to this feat.

Since superior civilizations always spread, this is not wholly peculiar, except in scope. What is peculiar, devastatingly so, is that the Occidental ideology, the first ideology based primarily on atheistic assumptions, is becoming global as well. Kant's critique of metaphysics and his dismantling of the proofs of God, Marx's defamiation of religion as "opiate for the people," and the ruthless Social-Darwinism propagated by Nietzsche are now common currency, as has been proven by the disasters of WWI, Stalinism, the Holocaust, WWII, Maoism, and ethnic cleansing.

The modern scene is, however, also characterized by post-Newtonian Physics, ushered in by Planck, Einstein, Hahn, and Heisenberg; new microbiology and medicine; nanotechnology, and new communications technology.

**This being the present, what is the future of Islam in the 21st century?**

1. Given the communications revolution, Islam, always intended to be universal, will become universal.
2. English will become Islam's main language for da'wah.
3. Muslim scholarship will move west. Scientists always seek environments conducive to their research, and this gives an enormous advantage to places where academic freedom is guaranteed and where one is not persecuted for publishing unwelcome views. There has already been an exodus of qualified Muslim scientists to Europe, the US and Canada. In 1999, the first Nobel Prize in natural sciences conferred on a Sunni Muslim, was given to an Egyptian working in Germany and the US.
4. Lay intellectuals will become increasingly important. In the past, the corruptibility of some 'ulama and their marriage with governments led to the prominence of lay reformers. This trend is bound to grow, restoring to Islam the ideal of a religion free from sacramental clergy and an institutionalized "church."
5. Muslims will tackle the Sunnah issue. Muslims obviously don't have a Qur'an problem, but they do have a Sunnah problem. Equipped with new methodologies for historical critique, including computer-based linguistic analysis, 21st century Muslim intellectuals should be able to reestablish maximum authenticity for most of the Sunnah.
6. Muslim intellectuals will develop guidance for Muslim dhimmi. The presence of millions of Muslims in non-Muslim countries is a new problem in Islamic history. Only India, under British rule, experienced a problem of this magnitude. These Muslims need to know how to behave under non-Muslim law, especially on issues of marriage, divorce, inheritance, burial, halal slaughtering and riba. We need nothing less than a madhhab for dhimmi Muslims.
7. Western intellectual Muslims will develop new modes of da'wah. For 200 years, the Muslim world has experienced the military, industrial and commercial consequences of the Age of Reason, without understanding Western rationalism, scientism, and progressiveness. Today, due to colonial education and Muslim immigration to the West, we have a growing number of Muslim intellectuals who can understand Western ideology on its own ground and by its own rules. These intellectuals are equipped to dismantle the fundamental delusions of Enlightenment rationalism and its over-confidence in the rationality, maturity, and independence of man.
8. Muslim intellectuals will stop acting apologetically. This necessarily presupposes the existence of, and in turn will produce, Muslim intellectuals who are assertive and proactive, rather than apologetic and reactive.
9. Muslim intellectuals need to be intellectuals. Muslim intellectuals have a very special role to play, but this does not mean they all must become activists. On the contrary! It would be a major contribution toward the expansion of Islam if a Muslim intellectual did no more than quietly demonstrate that one can be a successful academic and, simultaneously, a convinced and practicing Muslim.
10. Islam will become the dominant religion of the 21st century. If the first nine assumptions are correct, then the final assumption is that, Allah willing, thanks to the impact of Muslim intellectuals, Islam may well become the dominant religion of the 21st century, at least in North America and parts of Europe, with enormous repercussions for the rest of the globe.

Contributed by EK

# Understanding Brand Management

By Yasir Chaudhry  
Monash University, Australia

*This article has been written by Yasir Chaudhry, an old student of UMT who was enrolled in BBA in 2004. He transferred his undergrad degree to Australia and completed it there. In sending his article to UMT News, he expressed a desire to continue his relationship with his alma mater and was especially grateful for the advice and guidance of his teachers at UMT.*

## Abstract

This paper provides detailed insight knowledge of Brand Management and its implications in the organization. It explains the factors behind the success of any brand. All the information is being generated by research done on different journals and research papers by marketers, managers, companies and individuals. This article mainly discusses the advantages, importance and real meaning of brand and brand management based on literature already available.

The Dictionary of Business and Management defines a **BRAND** as: "a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors."

Walter Landor, one of the greats of the advertising industry, said: "simply put, a **brand is a promise**. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality." In his book, 'Building Strong Brands, David Aaker suggests that the brand is a 'mental box' and gives a definition of brand equity as "a set of assets (or liabilities) linked to a **brand's name and symbol** that adds to (or subtracts from) the value provided by a product or service."

I believe, after researching the definition of brand, following is the best definition:

"A **brand is a collection of perceptions in the mind of the consumer**". This definition makes it absolutely clear that a brand is very different from a **product or service**. A brand is **intangible** and exists in the mind of the consumer. Different people have different perceptions of a product or service, which places them at different points on the loyalty ladder. This definition helps us to understand how advertising works. Advertising has to sell, and it achieves this by positively influencing people's perceptions of the product or service.

A brand is also a kind of promise. It is a set of fundamental principles as understood by anyone who comes into contact with a company. A brand is an organization's "reason for being"; it is how that reason is expressed through the various communications to its key audiences.

"The **Brand is a management tool**. When the competition is fierce, the brand separates the winners from the losers". If we research brand in detail, we have the following categories which all get together and make a brand.

- Brand Architecture
- Brand Community
- Brand Engagement
- Brand Loyalty
- Brand Implementation
- Brand Management
- Brand Orientation
- Integrated Marketing Communications

Further researching into Brand Management, I came across different concepts and definitions of brand management. If we take a look on the word, it comes to our mind that brand management has something to do with the management of the brand by using theories and concepts. Detailed brand management description according to marketers is "Brand management is the application of marketing techniques to a specific product, product line or brand. It seeks to increase the product's perceived value to the customer and thereby increase brand franchise and brand equity. Marketers see a brand as an implied promise that the level of quality people have

come to expect from a brand will continue with present and future purchases of the same product. This may increase sales by making a comparison with competing products more favorable. It may also enable the manufacturer to charge more for the product. The value of the brand is determined by the amount of profit it generates for the manufacturer. This results from a combination of increased sales and increased price.

## Types of brands

A premium brand typically costs more than other products in the category. An economy brand is a brand targeting a high price elasticity market segment. A fighting brand is a brand created specifically to counter a competitive threat. When a company's name is used as a product brand name, this is referred to as corporate branding. When one brand name is used for several related products, this is referred to as family branding. When all a company's products are given different brand names, this is referred to as individual branding. When a company uses the brand equity associated with an existing brand name to introduce a new product or product line, this is referred to as **brand leveraging**.

Marketers are using different techniques in order to manage the brand. **Brand rationalization** refers to reducing the number of brands marketed by a company. Some companies tend to create more brands and product variations within a brand than economies of scale would indicate. Sometimes, they will create a specific service or product brand for each market that they target. In the case of product branding, they may do this to gain retail shelf space (and reduce the amount of shelf space allocated to competing brands). Companies may decide to rationalize their portfolio of brands from time to time to gain production and marketing efficiencies. They may also decide to rationalize a brand portfolio as part of corporate restructuring. **Brand Orientation** is a deliberate approach to working with brands, both internally and externally. The most important driving force behind this increased interest in strong brands is the accelerating pace of globalization. This has resulted in an ever-tougher competitive situation on many markets.

## Importance of Brand Management

The brand of a company is created by the company and its customers together. The company has to make clear through its brand the promise it makes to its customers, based on the strategies and vision for the future of its business and products. It is vital that the company fully comprehends exactly what the customers expect from the brand. The aim of brand management is to create a brand that will build this long-term relationship - an unshakeable bond between the company and its customers.

If there is no obvious difference between the products or services of different companies and their prices are the same, customers will be attracted to the stronger brand. Furthermore, a strong brand can be sold at a higher premium price and is thus a powerful way to escape price competition. A strong brand attracts loyal customers who repeatedly purchase the same brand, and it can maximize the effectiveness of marketing activities.

## Importance for company

### Importance for Customers, Shareholders and employees

When the brand creates a firm bond between the customers and the company, corporate profitability is enhanced. This will boost the value of the company for the stockholders and

will be a unifying force for the employees, thus contributing to further profitability - the result is a positive cycle that benefits everyone. This process is called Brand Power Cycle. Corporate brands in particular must go even further than the relationship between the company and the customer. The relationship with the stockholders and employees given in this cycle is also extremely important.

## Brand Management Strategies

Mary J Hildebrand and Jacqueline Klosek explain 10 key factors to be considered when developing and implementing a brand management strategy. Of course, strategic branding programs are highly specific to industries. As such, the following key points should be adapted as necessary to suit one's particular product or service line.

### 1. Establish and Maintain the Brand

As a threshold issue, it will be extremely important to establish and maintain the brand. When doing so, the adoption of a holistic approach or an "overall brand strategy" is recommended. Such overall brand strategy should be implemented with full recognition that the brand may traverse numerous different product lines and geographic regions.

### 2. Ensure Consistency between the Brand Licensing Strategy and Overall Business Goals

Effective brand management strategies also necessitate emphasis on ensuring consistency between the brand licensing strategy and the enterprise's overall business goals. Efforts should be undertaken to ensure that the brand reflects positively on the company, does not detract from other product lines and remains profitable with other parts of company.

### 3. Select Profitable and Innovative License Partners

The importance of consistency should also be reflected in the selection of license partners. Focus should surely be placed upon license partners that enjoy healthy businesses and that offer innovative products. At the same time, however, emphasis should also be placed upon licensee partners with similar cultures and business goals since doing so may help to reduce the amount of time that is expended on reaching the basic business terms.

### 4. Focus on Maximizing Leverage of the Brand

Successful brand management will involve focus on maximizing the leverage of the brand. Of course, this may mean different things in different context. However, in all circumstances, a considered judgment regarding brand placement will be crucial.

### 5. License Agreements: Exclusive or Non-Exclusive?

The exclusivity of the license agreement will be a key factor in brand management. Whether the license agreement will be exclusive or non-exclusive will have important implications for all of the business.

### 6. License Agreements Must Include Effective Means for Enforcing Key Provisions

All license agreements should include effective means of enforcement. Most license agreements will address extremely important issues including quality control standards and reporting standards.

### 7. Be Pro-Active on Products and Services

Licensors should not adopt a "hands off" approach when dealing with the licensee's products and services. Rather, efforts should be undertaken to ensure that the licensee's products are desirable and up-to-date.

### 8. Allocate Ownership and Control of IP Assets Equitably

When undertaking a brand licensing relationship, it will also be important to allocate equitably ownership and control of the IP assets. While this will be an important issue in all relationships, it will be particularly important when a long-term relationship is contemplated.

### 9. Successful Brand Licensing Strategy Requires Dedicated Staff

The enterprise's staff will play an extremely important role in the company's overall brand licensing initiatives. Selection of licensing staff should be undertaken with the recognition that such staff members will be required to organize control and coordinate all the activities of the licensees.

### 10. Actively Integrate the Brand Licensing Strategy into Product Development and Launch Activities

Companies should be active - and not static - when undertaking efforts to integrate brand strategy into product development and launch activities. A clear and proactive strategy is likely to generate the most reward

## Advantages of Brand Management

- The value proposition glut: At a time when consumer choices are growing rapidly (at least in the developed world), brand appeal is an increasingly important criterion for consumers to apply.
- Growing price competition: Strong brand values—particularly emotional values—can protect a brand from intensifying price competition. Brand can thus serve as a bulwark against the substitution and commoditization risks presented by web-based "bargain hunting engines," which present consumers with lowest price options.
- "Brand stretching" into new products or services: An extreme example is the Virgin brand (strongly supported by the personality of Richard Branson), which has been stretched, at different times, to encompass music production and retailing, airline and rail travel, and soft and hard drinks (Virgin Cola and Virgin Vodka).
- Outsourcing: One widely observed effect of the Internet is the opportunity it gives companies to unbundle their activities, refocusing their efforts and their assets on whatever they determine to be their core competence—and outsourcing everything else. In many cases this will concentrate the value of a firm into intangible assets, such as intellectual capital or brand.
- Relationship-building: New technologies, particularly the Internet, enable companies to build brands faster than ever before by providing customers with highly customized information and services. The meteoric rise of Amazon.com is a good example of such relationship-building.

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# Power of FM Radio

I was going back from my office when I tuned into City FM 89. It was RJ Aamir Naseer doing his show Kick Off. Now this is the guy who can speak on sports for an entire day in his original style. I have to admit that this guy truly made me fall in love with radio again. There was a time when I used to listen to "Ghazal Time" on FM 100 while I was doing my Masters. We often stayed up late at nights as we were living in the hostel and some times even made calls to FM 100. Radio became a buddy who never asked questions or sought undue attention. It never occurred to me that radio would one day become a huge industry in Pakistan and FM channels will catch the fancy of the youth.

Currently one can tune in to seven FM channels with frequencies of 89, 91, 95, 100, 101, 103 and 106.2 in Lahore. Some people think that this situation is confusing advertisers but it is in fact favorable to them because all the radio stations differentiate themselves from each other through their programming by defining audience segments that they are serving. From an street illiterate hawker to the highly educated CEO of a company, everyone has access to FM channel of his/her choice.

Some times, a radio station cannot entertain two different audience segments in the same time slot, say "house wives" and "retired senior citizens" because both might tune in at the same time but have different preferences. Through differentiation, advertisers are able to target demographic, psychographic and geographic segments. Consequently, the radio industry becomes more organized and interdependent.

I parked my car in front of a departmental store. While buying toiletry, "Nurpur Milk" caught my sight on a rack. I remembered listening to their commercials on FM in the last few days and decided to give it a try. After all, I reasoned, we should switch over to local quality brands like citizens of all sensible nations. While standing in the queue to pay for my shopping, I glanced at other customers' shopping carts and noticed that the brands that made their way into shopping carts were the ones that used the media well.

On my way home, the "Nurpur" commercial came on air again. As I reached home, a client called me on my cell phone and asked me to air their commercials in Pashto, Siraiky, and Hindko languages in their respective regions on FM radio stations present in those areas. I was working with an advertising agency in its client service department at the time.

I always keep an idea notebook in which I write any ideas, observations, goals, etc. While taking sips of hot milk I wrote down the day's observations, especially the part in which I had talked to a very respectable figure of a famous radio station. He told me that audience preferred listening to back-to-back music instead of listening to RJs.

In my opinion, audience disinterest was due to the substandard pointless monologues and chitchat by many low-profiled RJs. Unfortunately, few top executives in the radio industry invest in intellectual capital. Mostly they go for inexpensive RJs who speak endlessly. On radio, one cannot impress by looks. One needs good voice in addition to something interesting to talk about. Repeating slang in poorly copied accents bore listeners who then prefer back-to-back music. However, radio is a medium of the masses so even the low profiled RJs certainly entertain and impress some groups.

Several dozens of radio stations have started working in Pakistan within a few years. One wonders why so many investors are taking interest in this sector. It is simply because they have sensed that the life styles of productive Pakistanis are changing rapidly. People are getting busier. Free time has become a luxury now. The new generation is a time poor generation but radio is right beside them in the form of a transistor, car radio, Internet or cell phone. And with radio advertising, the brand is right besides them too.

Having radio turned on helps make the job easier. Faced with a mountain of clothes, busy women are particularly responsive to messages that offer to reduce laundry time. Meeting the needs of the consumers gives the brand a likable image. It is just like good friends who like each other for what they are and also for understanding each other. Radio comes to the consciousness of the listener when it says something relevant to his/her needs or interests.

While reading this article, if you are into advertising, you have probably realized that radio has a big role to play. Used well, radio can be a powerful ally for advertisers. So the next time you are planning your campaign, take a fresh look at radio and call some good radio representative for assistance. You will be surprised to see the results and certainly re-evaluate the power of FM Radio.

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



## Involving youth in environmental conservation

Environmental issues have been making international headlines for many years now. Many people in Pakistan see it as a problem of the western countries that has nothing to do with them. There are those who argue that developed industrialized nations have no right to tell the developing countries to come up with expensive eco-friendly development when they themselves have led the way towards environmental pollution. However, the deterioration of the natural environment should concern all of us, especially the youth worldwide. It is the duty of governments and youth organizations to preserve the environment for today and for future generations.

It is important to address the causes of environmental degradation worldwide. Youth organizations all over the world are working towards sustainable development with the assistance and guidance of the United Nations. The reasons are obvious: young people have a special interest in protecting and preserving the environment because they will be the ones to inherit it.

Pakistani youth can play a major role in addressing environmental issues. We have one of the highest percentages of young people in the world. The youth, especially young children have high stakes in the state of the environment. A 1996 survey on the health effects of air pollution on school children in Murree found that some students were more exposed to nitrogen dioxide levels in the air. Health officials estimate that long term exposure to nitrogen dioxide leads to chronic respiratory illnesses.

During the last few years, many policies and projects have been initiated for environmental protection and conservation in Pakistan. We are a signatory to many international conventions/protocols/agreements. Legislation has been enacted in response to global and national environmental challenges. In spite of this, major issues of concern remain in terms of water quality and availability, and air quality. Sever levels of water pollution and industrial pollutants in drinking water have turned into major health hazards, leading to a huge increase in water borne diseases in the country.

Similarly, air and water quality standards have been deteriorating rapidly over the years. A study to determine air and water quality standards in three cities (Lahore, Rawalpindi and Islamabad) presented an alarming situation. The water quality monitoring results for these cities showed that out of 40 samples collected, only one was fit for human consumption.

So what can young people do to improve environmental standards when the problems are so deep rooted? In foreign countries, youth participation is done through governmental and non-governmental organizations. However, there is something that can be done at an early stage. Awareness can be built in many ways. First of all, we have to encourage youth activism in the environmental sphere. This can start at the grass roots level. Youth specific NGOs can contribute to this effect. For example, Youth and Environment Europe acts as coordinating organization for over 40 national and regional environmental and youth organizations. The San Francisco based Earth Island Institute annually presents Brower Youth Awards to outstanding young environmental activists. In 2001, the recipient was a 16 year old New Yorker who organized a project to turn barren urban space into a garden and an 18 year old from North Carolina who succeeded in persuading an office products retailer to stock recycled paper.

In other parts of the world, youth participation is encouraged at all levels. Young people undertake restoration projects such as the Landcare groups working to reverse land degradation in overgrazed watersheds in Australia and community organized tree planting in rural India. In many instances, youth participation is a matter of increasing opportunities for them to get involved. The best example of this is the Home Guard established by the Norwegian government. The Home Guard is a member specific environmental group. It has supporters who promise to behave in environmentally responsible ways, and provides information and education.

In Pakistan, we can at least try to behave in eco-friendly ways. The government can involve students in environmental activities during breaks in their studies. Tree plantation campaigns can go a long way in reclaiming lost land resources and can really yield results if they are carried out with the active participation of young people. Community based waste disposal programs could also give better results with the involvement of youngsters. Organizing various workshops, trainings and camps by environment specific NGOs or by the government can help build awareness. We also have to realize that we rely on the media for information concerning the environment. Media outlets should give priority to environmental issues and build public support for environmental protection and conservation. There is so much that Pakistani youth can do to help in this sphere. We just need a platform that can provide a sense of direction. In the long run, we will all benefit from a healthy and clean environment.

Contributed by **Shabeeha Kausar** (Student of BS Social Sciences)

## Fut Thrill '08 - Intra University Football Championship

UMT encourages students to indulge in healthy sports activities. The UMT Sports Club and the Office of Participants Affairs (OPA) organized the first Intra University Football Championship from August 7 to August 21, 2008. The tournament generated a lot of interest among sports enthusiasts and a large number of students turned up to watch the matches and cheer their favorite teams.

**Salman Saeed Qureshi**, Registrar UMT, inaugurated the tournament by kicking the football. **Rana Iftikhar Ahmad**, Head OPA, and other officials were also present on the occasion. The matches were played at the UMT football ground. Matches for the first and third position were held on August 21, 2008. The first match was played between Nash Chelsea and Warrior. The Warrior Team won by 1:0.

The referees for the tournament included **Abdul Ghaffar Abid** (TUFC) and **Muhammad Saleem Akhtar** (Member of Punjab Football Referees Association). The tournament was played on Round Robin system. Sixteen teams were divided into four pools. The teams included LXG-League of Xtra Ordinary Gentlemen (Captain: **Bilal Adil**), UMT Cheetaas (Captain: **Hammad Butt**), Red Devils (Captain: **Abdul Saboor**), Warrior (Captain: **Ejaz Azeem**), UMT Riders (Captain: **Rizwan Shafi**), Shaka 07 (Captain: **Zubair Hameed**), Bluff Masters (Captain: **Ali Shahid**), DON-07 (Captain: **Usman Ali**), AZAD (Captain: **Usman Choudhary**), Generation-X (Captain: **Ahsan Khalid**), Nash Chelsea (Captain: **Usman Saeed**), Seven Stars (Captain: **Abid Naseer**), Sahi Squad (Captain: **Naveed Akram**), Back Benchers (Captain: **Abid Khan**), Hurricanes (Captain: **Atif Hussain**) and Hi-Octane (Captain: **Muhammad Umer Maqsood**).

The **Hi Octane** Team was the winner of the tournament. The second position was secured by the LXG Team while the Back Benchers got the third position. **Muhammad Umer Maqsood** was the best player of the tournament and the highest scorer in Fut Thrill 08.

We congratulate the winners and wish them the best for the future. Needless to say, it is very important to inculcate a spirit of sportsmanship in the increasing student body of UMT. Tournaments of this kind not only encourage healthy competition among our youngsters but also build up their leadership qualities.



Salman Saeed Qureshi, Registrar UMT, inaugurating the championship by kicking the ball



Participating teams pose for a group photograph



Students of the Media and Communications Department photographed with their teachers and Dr Zafar Iqbal, Dean SSH

## Welcome party by students of Media and Communication Department

A welcome party for newly enrolled students of the Media and Communication Department, School of Social Sciences and Humanities (SSH) was held on October 16, 2008. The party was attended by a large number of students and faculty members.

The party began with all the students, faculty members and guests welcoming each other by presenting rose buds. The students presented an interesting attention-grabbing skit titled "Breaking News". The skit enlivened the party.

**Dr Zafar Iqbal**, Dean SSH, and **Tayyab Farooq Bhatti**, Assistant Professor, also addressed the students. Others who were present on the occasion included **Ilyas Ansari**, **Ayesha Rehman**, **Hafiz Tahir Yousaf**, **Khurram Khan** and **Rabia Sajjad**. The party turned out to be a very memorable and enjoyable experience for all participants and ended with a well organized Hi-tea.



Students performing during the play

## UMT Dramatic Club stages play titled "Kia Socha, Kia Paya"

The UMT Dramatic Club staged a play titled '*Kia Socha, Kia Paya*' with the support of the Office of Participants Affairs (OPA). Initially played out on a small scale in a classroom, the play received such wide acclaim that it was decided to stage it for a wider audience with the support of OPA. This decision certainly paid off as the play was attended by a large number of students, faculty members and UMT officials. **Dr Hasan Sohaib Murad**, Rector UMT, **Rana Iftikhar Ahmad**, Head OPA and **Ilyas Ansari**, Assistant Professor SSH, were also present. The play was widely appreciated by all those who were present.

### The play

The play traced the history of the country from 1947 to the present times. The story began with the depiction of the anguish caused by the martyrdom of loved ones, and traced the ups and down in the nation's history till the present day. The play symbolized concerns of the Pakistani people about the future of the country.

### The creative team

All the members of the team involved in producing the play put in their best. **Remissa Musaddaq** wrote the script. She played the part of the daughter of a Muslim family. **Osama Tayyab**, played the role of someone who tries to persuade a potential suicide bomber from changing his course. **Fatimah Arshad**, played the role of the mother of the martyred. **Muhammad Omer** was a great help in doing all kinds of back-end work and dealt with all aspects of production. He also played the role of rescue worker. **Nauman Riaz Butt**, played a number of roles including that of Sikh rioters. He also looked after financial matters.

Other actors included **M Nouman Butt**, **Rabia Ejaz**, **Insha Nadir**, **Faheem Dilwar**, **Khurram Shehzada**, **Mobeen Butt**, **Bilal Tahir**, **Kamran Butt**, **Wahaj**, **Arslan Hyder**, **Omar**, **Bilal Adil** and **Fatima Mumtaz**. The production team comprised of **Bilal Adil**, **Farzeen Saqib**, **Komal**, **Irfan Mirza**, **Qamber Haider** and **Bilal Hassan**.



Participants of the play pose for a group photograph with Dr Hasan Sohaib Murad, Rector UMT

### The response-Rector invites the creative team for lunch

**Dr Hasan Sohaib Murad**, Rector UMT, invited the team of '*Kia Socha, Kia Paya*' to have lunch with him as a mark of appreciation of their creative efforts and to encourage them to come up with more ideas. During informal discussions with the students, he asked them about their plans regarding more creative endeavors in the future and also suggested that they should research historical events from different regions of the world and build themes. He also assured them of his full support for all their endeavors.

The OPA team was also present on the occasion. **Rana Iftikhar Ahmad**, Head OPA, assured the students that they would get maximum support from OPA whenever required. The students also thanked Dr Hasan for his valuable time and encouragement.

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## Quote of the month

Parents can only give good advice or put them on the right paths, but the final forming of a person's character lies in their own hands.

— Anne Frank

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