

A Quarterly Newsletter of



Greenwich University

Gvision



2012- Silver Jubilee Year

NOTHING SUCCEEDS LIKE GREENWICH SILVER JUBILEE CELEBRATIONS



**Success has no bounds if
the aim is higher**
Neelofar Saeed
Chief Executive HOBNOB



Making a difference with Books
Shiraz Haider
Director Sales South OUP

Editor's Note

With the blessings of Almighty Allah, Greenwich University has completed 25 years in imparting higher education. The completion, on the one hand, marks the achievement of academic excellence, on the other hand spurs us on improving further. This issue envelopes the week-long Silver Jubilee celebrations.

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The issue contains the interviews of our alumnus Mr Shiraz Haider, Director Sales, Southern Region, Oxford University Press and Ms Neelofar Saeed, Chief Executive, Hobnob. Mr Haider emphasized on reading beyond textbooks specially history that enables us to take a holistic view of the world. Ms Neelofar advised young people to study more and play less. The readers will find the interviews interesting and thought-provoking.

On the research and development front, Greenwich University has always been active. Multidisciplinary Research Conference held at Greenwich is a part of our agenda to promote research culture by bringing together research scholars from various universities. I appreciate Mr Nawaz Ahmad and Dr Sultan Mughal for their efforts in organizing the conference.

Guest speaker sessions are a special feature at the University that allow our students to interact with people from different walks of life. Seminars on business research, communication, health awareness, etc. took place last semester and enabled the students to reflect on social, cultural and historical aspects of complex issues confronting our society.

Picnic at Taushan beach, Eid Milad-un-Nabi, Student Development Centre Elections also enrich this issue of G-Vision which endorse the fact that we lead in extra-curricular activities too.

I would also like to congratulate Ms Seema Mughal, Vice Chancellor, Greenwich University on receiving the Business Excellence Award 2012 for fulfilling the corporate social responsibility. Let us vow to play our part in individual capacity, be it our home, street, town, city or country by rising above our personal interests.

I thank all my colleagues who assisted me in bringing out this issue of G-Vision. We hope that the readers will find it interesting in both form and substance.

We also look forward to receiving your suggestions and comments to bring further improvement in G-Vision.

Salman Altaf



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NOTHING SUCCEEDS LIKE GREENWICH SILVER JUBILEE CELEBRATIONS

In the words of Ms. Seema Mughal, Vice Chancellor, Greenwich University, "A Silver Jubilee is a time to look back and thank every person who has contributed".

Greenwich University celebrated its Silver Jubilee to commemorate the glories of 25 years. We honour those days in a joyous, thankful, triumphant memoirium of what we have accomplished and the courage with which we have maintained the struggle against overwhelming odds...

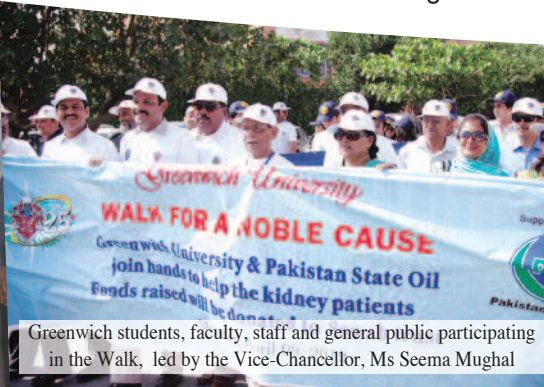
The celebrations started with Walk a Cause organized on 9 April, 2012, to raise funds for donation to SSWAB Trust. SSWAB Trust Dialysis Centre is a charitable organization whose primary aim is to create awareness among people in our country in order to prevent chronic diseases particularly Chronic Kidney Disease (Kidney Failure), Tuberculosis, and Hepatitis. It was arranged in collaboration with PSO (Pakistan State Oil). The walk started from Greenwich University and culminated at Farhan Shaheed Park, Sea View. The Vice Chancellor Ms. Seema Mughal was herself leading the Walk. At the end of the Walk the Basant was celebrated by the students, staff and faculty in the park. The sky was cast over with scores of colorful kites. Everyone was rejoicing and merry making till the sun set. Excellent arrangement was made for refreshment.

The colorful Inaugural Ceremony of the celebrations was held on campus on of 16 April, 2012, attended by the staff, faculty and students of Greenwich University. The ceremony consisted of flag hoisting by the Vice Chancellor and the Registrar.



Rising national flag rises the spirit
Ms Seema Mughal, Vice-Chancellor, and Mr Saeed Mughal,
Registrar, hoisting the national flag to inaugurate the Silver Jubilee week

Greenwich song was sung by our student Mr Salar Aziz Khoso; National Anthem was also presented at the occasion. The balloons were flown in the air with a message that the person who received the balloons on landing will be eligible for an award. The balloons landed in Badin at the house of Mr Usman. He brought the balloons to the University and bagged his award of Rs 25,000/- from the Vice Chancellor and the Registrar.



Greenwich students, faculty, staff and general public participating in the Walk, led by the Vice-Chancellor, Ms Seema Mughal



The inaugural ceremony was followed by all Pakistan Hamd-o-Naat and Qiraat Competition held on the same day, attended by the students and faculty from various universities, colleges and schools all over Pakistan. A conference on Future Leaders was held, presided over by Mr Zohaib Aslam, an alumnus of Greenwich University. The purpose of the conference was to motivate the students towards becoming leaders. In the evening Cooking competition was held, the students and faculty took part actively in making sandwiches and garnish in a new manner. Later in the night Dandia Ras was presented by the students, staff and faculty and oil lamps were lit in memories of our beloved Armed Forces at Siachin. At that moment the Vice Chancellor and the Director Administration announced Dr Kamal Ahmed Khan (Founder Greenwich University) scholarship through lucky draw for the students. Soha Malik, won the award which will cover the entire fee for her degree program.



Farwa Shah, student of Greenwich, presenting a cake to Ms Seema Mughal and Mr Saeed Mughal

Business Administration was held. Syed, Dr Zuraidah M. Zain, Dean, University Malaysia Perlis, M. Faiz Sheikh, Dr Anwar Ali Shah G. Dr Afaq Rizvi from Illinois University Chicago presented their research papers. Other events of the day included Flower Arrangement Competition, Documentary Competition, Scrabble Tournament, Extempore Competition, Photography Competition, and Cooking Competition. In the night a Fashion Show was arranged by the students of Creativity and Innovation class, which consisted of three segments: Chap Tilak, Roomi Nama and Dastan-e-Ishq. It was attended by a large number of students, faculty and guests.



Jubilant group of students with their prize

On April 17, 2012, the 2nd day of celebrations started. A conference on Entrepreneurship Challenges and Opportunities was held. It was attended by renowned business tycoons such as Mr Aqeel Karim Dhedhi, Mr Sajid Hassan, Mr Mian Abrar Ahmed. Essay and Quiz Competition were also held. Similarly, a workshop on Stress Management was held and certificates were awarded to the participants. In the night a Ball was organized for the students.

On April 18, 2012, an international Conference on

April 19, 2012, Chess Tournament, Darts Championship, Workshop on Documentary Making, and Workshop on Personality Grooming were held. In the night Jashn-e-Seemin Mushaira was held, renowned poets including Mr Amjad Islam Amjad, Mr Anwar Masood, Mr Anwar Shoor, Ms Rehana Roohi, Ms Gulnar Afreen, Prof Sehar Ansari, Rasa Chughtai, and Saleem Kausar participated in the Mushaira and enthralled the audience. The program was beautifully hosted by Ms Amber Haseeb Amber.

On the last day of celebrations, i.e. April 20, 2012, two workshops on Communication and Presentation Skills, and Logic and Critical Thinking were conducted. Snooker Championship, Dars-e-Quran, and Cooking Competition were also held. The last program of the celebrations



Guests at a Conference



Salar Khoso entertaining the audience with his song



was Geet Sangeet and Battle of the Bands. Six bands from various universities participated in the contest Greenwich University won the battle. The celebrations ended with thanks to the Vice Chancellor and prayers for Allah's blessings.

vided by the faculty and staff members to make Silver Jubilee a success. The dinner was arranged in Chandni Lounge at Pearl Continental Hotel, Karachi. The dinner was attended by all the faculty and staff members cheerfully. The celebrations ended with pray that the Almighty may bless us all, and bring Greenwich to the top level.



On April 21, 2012, Mr & Mrs Saeed Mughal, hosted a dinner to appreciate the efforts and services pro-

With the Grace of Almighty Allah, the Silver Jubilee celebrations, dedicated to a noble cause, concluded successfully and our motto Labor Omnia Vincit translated into reality.

We would like to thank the Guest Speakers, Chief Guest, Judges, and audience for the cooperation extended in celebrating the occasion. It reflects their commitment to the cause of education of the youth and their development into responsible, knowledgeable and tolerant citizens. We look up to them as our future leaders who can effectively contribute to the socio economic uplift of the society and carve a respectable place in the comity of nations.

Farhat Saleem
Assistant Professor



Students' impressions of the Silver Jubilee Celebrations



Anum Imran Mir

Firstly , I want to congratulate the management of Greenwich University for organizing such a successful week of celebrations . I attended 3 workshops, the ball night event, the fashion show, the musical night and above all the flower arrangement competition. This was the first time I was attending events of a university and I have to say that it was the most unforgettable experience of my life .

The workshops were very informative and interactive especially the "personal grooming workshop" was very good. The main point of the workshops in my view was to gain knowledge and to apply it as well. All the events were very well organised and managed.

Anum Imran Mir
MS 393454



Kiran Abdul Qadir

Greenwich University celebrated its Silver Jubilee from 16th to 21st April. Many events took place, some more exciting than others. Even though I wasn't able to attend the Mushaira and a few other events, I attended the ball and chaperoned it and it was quite a successful event. People were dressed at their best and had a good time. The Fashion Show was extravagant and very well executed and an interesting event. The cooking competitions were very exciting, my team and I won the second prize in the sandwich making competition, which was completely unexpected but we enjoyed it. It was a stressful week as I was helping around in most of the events but I also had a great time.

Kiran Abdul Qadir
BS 39 3398



Amna Shoaib Khan

The Silver Jubilee week was full of exciting events and kept all the students occupied. Students who are not that active participated and attended the events. The events lived up to my expectations and some of them were even better than I expected. I attended three seminars and got certificates for it. I took part in the cooking competition and my group won the 2nd prize.

All the events were really good and it seemed like everyone who attended them had a great time.

Amna Shoaib Khan
BS39 3395



Qirat Baber

Silver Jubilee week was a busy week. Coming to University at 8 in the morning and leaving at 9 in the night was hectic. From participating in the cooking competition to the end of the fashion show, it was just another experience. I have never even stepped in my kitchen once and here I got a chance to participate in such a big competition and also won the second prize which was just unbelievable. When the results were announced I was shocked because I had never done all this before. Our sandwiches turned out to be really tasty and nice looking and were made in 15 minutes. From getting ready for the fashion show to deciding who the best dancers are, organising everything and then winning the best dressed made my week. It was great. I was tired, exhausted and sick but at the end of the day what counts is fun and only fun.



Nafees Imam

All these competitions and events should keep going and all because extra-curricular activities are very important with studies.

Qirat Baber
BS 393380

Overall the celebration was successful. I came to see the things I had never experienced in my life. The ceremony gave us the chance to have an experience of social events which teach us how to interact with other people. The best part of the ceremony was that the students got to mingle around with other students from various universities. We learned how to organize such an event for future reference as we know how it looks like.



Hassan Khan

My favorite event was the photography competition which I personally took part in. I didn't win but I had the experience of being part of something. The comments I received from the judges and other students were helpful and motivating. I suggest such events should be conducted every month so that people like me, who are interested in photography, have a chance to participate.

Nafees Imam
MS 39 3448



Jazib Jamal

I found out about the chess tournament and participated in it. It was a great experience though I didn't win.

Hassan Khan
BS27 2135

Sliver Jubilee was one of the best experiences in Greenwich. I attended almost all the events from the conferences to the fashion show. The fashion show and the Dandia Ras were the best events. I even won the 2nd prize in the cooking competition (drinks) and received an award and a cash prize.

Jazib Jamal
BS-39 3491



Kunzul Akhter

On completion of 25 years the week we celebrated was amazing. It had all sorts of fun-filled activities including healthy competitions. This week we had no classes but the events were informative in which we learned a lot. I participated in all the events and these events groomed our personalities too.

Kunzul Akhter
BS39 3390



Raza Maud

As I took part in most of the events, overall it was amazing experience to attend the informative sessions such as conferences and workshop. The event I enjoyed most was singing competition which was a very good platform for upcoming talent to show their skills. I took part with my fellow students Salar Khoso vocalist and Samir Ansari pianist and myself on guitar.

Raza Masud
BS38 3285



Samaeiyah Taheem

I attended 3 conferences held in Greenwich university and found them informative.

Sumaeiya Thaheem
BS40 3526

I attended the conferences which were pretty informative. I also participated in the quiz and the cooking competition. I was also a part of the flower arrangement competition. The evening events were well managed. I attended the dandia raas, ball and the fashion show too. All the events were entertaining and were a good experience.

Qurat-ul-Ain Rahman
BS 40-3522



Qurat-ul-Ain Rahman



Qutubuddin Shaikh

It was a good interactive week in which we got exposure to actual markets from market leaders.

Qutub uddin Shaikh
BS33 2763

Silver Jubilee was a great event for me. I got a lot of entertainment. I attended many events like conferences, quiz competition and cooking competition, and got the 2nd prize in the quiz competition. And that was a pleasure for me. I enjoyed it a lot and hope to see more jubilees again in coming years.

Matloob Soomro
BS40 3509



Matloob Soomro



Proud Greenwich family after the dinner at PC

All women become like their mothers. That is their tragedy. No man does. That's his.

Oscar Wilde

I am a citizen, not of Athens or Greece, but of the world.

Socrates



Nilofer Saeed

Success has no bounds if the aim is higher

Greenwich University (GU): Have you entered entrepreneurship by choice, by luck or by accident?

Nilofer Saeed (NS): Choice: my children had grown up; my husband was in PIA, so I had all the time in the world, I didn't want to sit doing nothing so I made the most of this opportunity.

Luck: This was because my brother and father were already in the hospitality industry. Since childhood this was the only business I was exposed to. And also when I got into this business, it was the right time, the right place and all the right reasons to become a part of this new upcoming culture.

G U: Is there any particular reason for doing the food business?

NS: As I mentioned earlier, my father had already been in this industry so I had an upper hand. And the most important reason was that my children were about 13 at that time, and they wanted a place to go out. They needed a place where they could all go out sit, hang around, and not worry. At that time the only good eating places were the 5-star hotels. I wanted to break that cycle because they were too

expensive and children couldn't be themselves in that environment. Therefore I found the food business more appropriate and decided to start a trend.

G U: Who are your inspirations in both personal and professional lives?

NS: I would like to be Martha Stewart of Pakistan. Having the image that she has which symbolizes care and nurturing, being a woman such traits are inborn and would like to maintain that.

Personally: My father. I have always been exposed to the hard work he put in which gave me the drive to do better. My family has always been very supportive for everything that I've done so far and it is because of their blind faith in me that I've been able to achieve so much.

G U: How have you as an entrepreneur been coping with financial crisis?

NS: By cutting down on my own profits. There's a certain margin that the food business is supposed to make, from 20-22%. The general economic depression of the customers made them cut down



Ms Neelofar Saeed (2nd right) with the interview panel and the faculty during the interview

on their luxuries, because of electricity, fuel and basic price increments. Those who would come 4 times a month would only come twice. Therefore I minimized my profits and kept the prices low so I would not lose my customers. I compromised on my profits to maintain my business because this was my livelihood. Keep prices low and make money on the volume, is what I believe in.

G U: What do you think are the key factors for a business to prosper?

NS: Honesty, integrity, and invention. Bringing something new to the consumer is very important. You don't have to be a copycat; bring something new to the market, and be a leader. Work honestly, don't cheat those who make your livelihood. Be at the right place at the right time. Starting from Copper Kettle, I introduced a new place where kids could hang around without having their mothers worry about the kind of people they will be around. I introduced the concept of bakery inside a restaurant; people liked my dessert, so I kept a variety to meet needs.

G U: Tell us about the challenges and difficulties you faced or face as a woman entrepreneur?

NS: It was actually quite the opposite. It was more of an advantage for me to be a woman, since I had almost all male colleagues, and I would get immense respect for being the first of my kind. I faced more challenges as an entrepreneur, because one has to go through that struggle called experience to be more seasoned in what the business is, but as a woman I always had my advantages. It was probably easier for me to do things being a woman as compared to any male. Once you have the confidence to come out with your mind, there's no gender bias.

G U: Is entrepreneurship an inborn talent or an art that can be learnt?

NS: It's somewhat inborn, because to be an entrepreneur you have to be a risk taker and taking risks is an art that can be learnt. When doing Hob Nob, Copper Kettle, or Necos, there were certain challenging situations where risk had to be taken, so everything I learned over time came handy and I applied those to take the well sort out risk. I have always had it in me to take risks and face challenges, but then again learning is all the more important at every step.

G U: Please tell us about TCF and its role in building and educating society and your role in it?

NS: My business is my business, it is my passion, that's



Alone she started, alone she delivered

Honesty, integrity, and invention. Bringing something new to the consumer is very important. You don't have to be a copycat; bring something new to the market, and be a leader.

where I earn from. 15 years ago 5 gentlemen put their money together and opened 5 schools. They invited me and about 20 other people to see the school and said they wanted to set up a fund raising wing. I set that up, all over Pakistan by creating awareness, presentations, and generating funds. I was the first woman taken on the board which reinforces my point that it's not gender bias.

G U: What does TCF do apart from education?

NS: Our motive is not to only just give them education but good upbringing. Not just an educated society is what we aim for instead we want them to become better people and do good collectively as compared to being saturated. We keep religion, cast and regional associations aside and work collectively on good character build-up so that our society becomes stronger.

G U: How do you fulfill your corporate social responsibility?

NS: Well my corporate social responsibility is fulfilled after I work 18 hours out of 24 for a charitable organization, that's my corporate social responsibility. I give time and hard work into making my country and under privileged children more successful.

G U: How often do you come around celebrities at your work place?

NS: I don't think there is any celebrity or famous politician out there who has not been here at Copper Kettle. We have had almost about everyone since it was the first of its kind, it caught the eye of many. And slowly and steadily it made me into somewhat of a celebrity too.



G U: Do you approve of the shisha culture?

NS: I strongly disapprove of any social activity which involves health hazards. I have kept the smoking section separate at CK. I don't approve of shisha as it makes the environment of the restaurant bad and attracts bad crowd. I want to make it such a place where mothers would be comfortable letting their children go and not worry.

G U: Can you give message for the youth?

NS: Work hard, and play less. Once you've worked hard enough you'll have plenty of time to play. Be honest to yourself and be honest to others. There is nothing we don't have here in Pakistan, We should try looking for the right thing and collectively work together to make this country prosper.

Interview by: Fahad Farooqui BS36 3087
Jansher Hassan BS35 3040
Rabia Hussain BS40 353
Amal Hussain BS37 319

Photography by: Vijay Ratan



Ms Neelofar Saeed (c) WITH STUDENTS AND FACULTY

Communication lies at the heart of E-commerce and Community

Dr Farrukh Aslam of Coventry University, UK, addressing the students of Greenwich University as a guest speaker emphasized the need to adopt the fast and rapidly growing advance technology for the growth and development in any field. E-commerce is the term that is used when any kind of electronic commerce takes place on the internet. As one of the most regulated and important parts of the internet, it covers various aspects such as website activity, emails, buying, selling and advertising goods.

Businessmen now understand the power of using the internet for advertising their business, both locally and globally, and can open up lots of new business opportunities. E-commerce allows the buying and selling of every kind of service online. However, it does have slight issues about legislation. For example, when e-commerce has led to trading between countries it can create problematic cases if a dispute arises. Trying to protect consumer interests as well as the business contract can often prove difficult, he added.

The most common type of problems are usually to do with the goods never arriving or arriving damaged. This is where questions about who should be held liable can become very troublesome. There are some regulations that assist with making e-commerce disputes between sellers and buyers easier.

Some legislation associated with e-commerce regulates the use of the internet for any kind of commercial services. Dr Furrukh Aslam further said that the Electronic Commerce Regulations 2002 have been put in place to govern the rules of business online in Europe. The aim of the regulation is to boost consumer confidence in online buying. The e-commerce regulations state that any business selling a product online is regulated by its home country's commercial laws. This means that a dispute will always be settled by the laws in the country of the seller. However, this can cause serious problems for the buyer. Although it is possible for a nation to overrule the Country of Origin principle and use its own laws against a supplier in another country for these reasons.

He said that communication plays a pivotal role in the success of E-commerce, the more the communication is effective, the more growth in the business.

He concluded by saying that Pakistan has bright prospects for rapid growth of E-commerce since a very large segment of people have access to internet.

The lecture was followed by question-answer session.

Iqbal Jamil

*Head, Department of Mass Communication
and Media Studies*

Modern Tools and Methods in Business Research

Recognizing the need to know the basic business research tools is not limited to libraries and researchers at Greenwich University. All academicians, research scholars, information professionals need to research at times in a company or industry, to use the standard economic indicators, tackle a market research project discuss or talk about their personal experiences to create awareness and make the inexperienced realize how to tackle with issues. To the inexperienced, the volume of resources is intimidating.

Therefore, keeping in view the broad spectrum of research, a guest speaker session was organized that introduced the modern research methodologies and the best business tools.

Our esteemed guest speaker was Mr Faiz Muhammad Shaikh, Assistant Professor at SZABAC Larkana.

His lecture shed light on adopting different ways and using the tools to perform market research, which are: surveys, focus groups, personal interviews, observation, and field trials. He shared how data can be collected and how much money can be invested determining which techniques have been chosen for business. He stressed on the fact that with concise and straightforward questionnaires, the sample group that represents the target market can be analyzed and the larger the sample, the more reliable will be the results.

It was a good learning experience for all those who attended the lecture. A healthy and interactive discussion took place between the guest speaker and the audience.

Lubna Ahsan
Assistant Professor

Advocacy of Sexual Health Awareness and Education



Ms Fiza Salim making a point

There was more conversation, some statistics, and summaries on the slides. She came up with a few talking points, and one could tell nothing was problematic, as the speaker Ms Fiza Salim especially flew in to present at Greenwich University on March 21, 2012. She is a Graduate in Development Studies from the Institute of Development Studies in Brighton, United Kingdom.

She started by talking about what work she had done in sexual health and how and why she got interested in it which led to the work she did with the clinical component at Aahung, training doctors from all over Punjab and capacity building work with the youth component at Aahung, a pilot testing publications.

Her research on minor marriages, and her findings were interesting as it pointed out some of the similarities people find across Muslim cultures.

She explained why she chose to talk about sexual health and education in particular; how it's important for young people to advocate for sexual rights, to focus on choice,



Mr Iqbal Jamil presenting memento to Ms Fiza Salim

to take a more holistic approach towards dealing with issues such as homosexuality and abortion. She explained that her talk is for the purposes of knowledge sharing, for advocacy, and also to give students an idea about the kind of issues they can get involved with. Further she moved on to talk about what the situation of sexual health education in Pakistan is today, and then moved on to talk about some of the negative repercussions.

Also she talked about why sexual education is so important as it so naturally unfolds. She concluded by making some recommendations on the way forward, and some of the things which we need to keep in mind are: how it's important to take a balanced approach when talking about sexual health in Pakistan, how religion makes a significant difference to the way people process information about sex/sex-ed, and how the most effective way to bring about change is to engage in dialogue, as opposed to dismissing opinions we do not agree with.

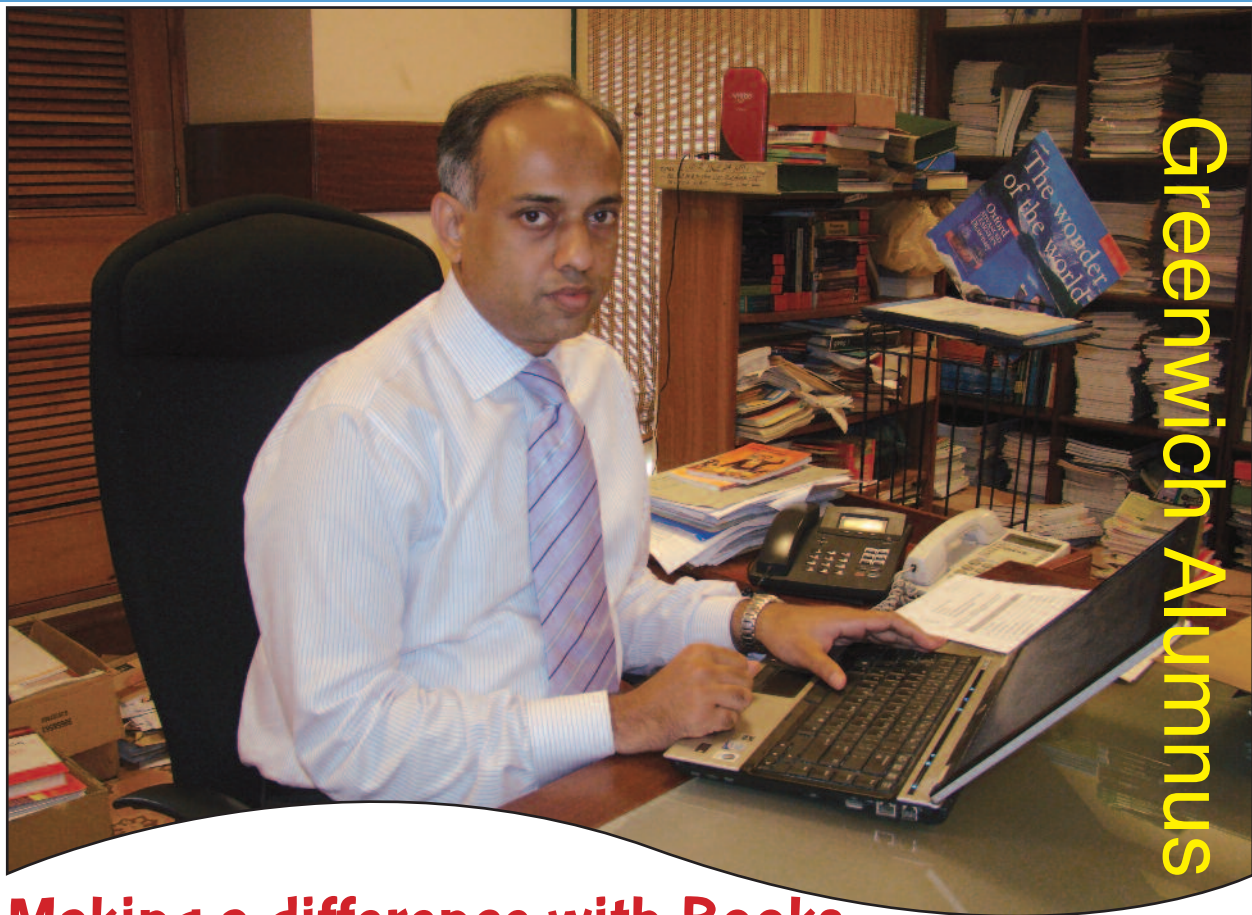
Tahira Khan
Assistant Professor



Audience

The worst sin towards our fellow creatures is not to hate them, but to be indifferent to them; that's the essence of inhumanity.

— Bernard Shaw



Greenwich Alumnus

Making a difference with Books

Shiraz Haider Director Sales (South) OUP

Greenwich University (GU) Could you briefly tell us about your job?

Shiraz Haider (SH): I am Regional Sales Director, Southern Region. We have 3 major regions in Pakistan: Sindh, Baluchistan and KPK. Sindh is our biggest region and I also run the antipiracy wing. Piracy is amongst the biggest threats that our industry faces. There are different approaches that are taken towards piracy. One is law enforcement, this is where we file civil suits and use the law enforcement agencies to counter the pirates. The second approach is awareness through press, media and seminars. On our own we have come up with a few techniques that out of which every book of OUP has an identification label which keeps it from being differentiated from pirated books. Urdu bazaar is the hub of books in Karachi, there are both good and bad people there. Pirates find complete freedom to practice their deviant art there.

G U: How does Oxford University Press (OUP) deal with the current rate of inflation causing people to resort to cheaper pirated books as compared to highly priced original books?

SH: Firstly it's a misconception; prices are more or less the same. The key player in this issue is the middle man. The middle man regulates how much profit to make out of which book sowing a bias in the people's mind. OUP is

constantly working on strategies in a third world country like Pakistan to keep the costs minimized.

G U: What challenges have you faced during your career and how did you cope with them?

SH: The biggest challenge I faced or any sales director in this industry would face is to operate in a country like Pakistan where to sell a literacy product can be very difficult. Even though the literacy rate is very low in Pakistan, OUP is doing exceptionally well.

G U: What characteristics should one possess in order to supervise a sales team? And what would you counsel students who want to make their career in sales?

SH: : Firstly, any individual supervising any team should be passionate about his work. He must be motivated and should hold within the spark of selling. Being a sales personnel the job requires you to be very interactive therefore every individual's ego should be willing to be compromised. I personally use the 'Carrot and the Stick' formula. This is how I encourage my team and interact with them and pull the reigns when needed. Therefore as a supervisor of a sales team you should be both interactive and strict when time arises. Sales is a challenging field. A fact which many youngsters are not aware of is that 50% of all the CEOs have risen from the sales department.



G U: In a society where people do not have a reading habit, how difficult is it to sell a book?

SH: Pakistan is amongst the countries with the lowest literacy rates in the world. A person is considered literate if he can sign his name, so in such a society it can be really challenging. We are currently running programs which literate the society and engage the society and inculcate reading. There was a festival held in Karachi known as Karachi Literature Festival organized by OUP. This was where world reputed authors came and discussed their works. Such programs not only create awareness within the youth but even in those illiterate underprivileged individuals.

G U: Who are your competitors in the market and how do you have an edge over them?


SH: The market is divided into 2 segments. First is local publisher and second is importers. The local publishers are known as Gava and Rebbber. Famous importers consist of McGrawhill, Penguin, Puffin, Mcmillan and Pie. The only way we have an edge over these publishers is that of our name OUP which is world known and it's got 70 major branches around the world.

G U: How do you keep yourself updated about latest trends in your field? And do you believe in learning by experience or do you believe in reading and training?

SH: It is very important to keep up with trends. Right now the current trend is of digitization. E readers are at their peak so the books have to be digitized in order to meet



Mr Shiraz Haider (2nd R) with the Interview Panel



The biggest challenge I faced or any sales director in this industry would face is to operate in a country like Pakistan where to sell a literacy product can be very difficult. Even though the literacy rate is very low in Pakistan, OUP is doing exceptionally well.

the market demand. Readers such as iPad and Kindle have brought us to a point where we have to meet the digitization trend.

G U: Does OUP offer internship opportunities to students?

SH: Of course it does. We run an internship program annually in the months of June and July. Currently we are in the process of shortlisting interns. The students have to give in their CVs and we conduct interviews and

shortlist them.

G U: Would you like to share any memories from Greenwich?

SH: I graduated in 1999. At that time Greenwich used to be very active. Concerts and seminars were frequent. The only memory I can recall is being in Sir. Ahsan Durrani's class and how he used to conduct his classes strictly.

G U: Who was your role model in life?

SH: I don't follow anybody but I truly admire certain individuals that have come across in my life. Mr. Amir Pasha who used to be my sales manager in American Express happened to possess a personality which I truly admire.

G U: What is your message to the youth?

SH: Read other than text books, particularly history books because they open minds, and participate in debates actively.

Interview by: Fahad Farooqui BS36 3087
Sheneir Khan BS35 2909

Photography by: Vijay Ratan



Joke Dar Joke --- Comedy Theatre

Laughter, laughter and laughter was the scene where students and faculty could not hold their laughters during the performance of a comedy theatre titled Joke Dar Joke.

The hall was full to capacity with the students and even many were sitting on the floor during the theatre due to the absorbing and interesting skits and its presentation.

Students were applauding time and again during the theatre, which was scripted in very simple words and was conveyed with brilliant performance by amateur actors.

Theatre group S & R, which works in collaboration with Arts Council, presented the show under the direction of Shakeel Hussain and Rehan Khan, both of them were main performers in the comedy theatre.

Without hurting the sentiments the theatre, Joke dar Joke, portrayed the feelings of a common man regarding price hike, load shedding, political manoeuvring, corruption, various social issues and increasing extremism in a very sarcastic and befitting manner.

The script of the skits was written by Shakeel Hussain. The S & R Group has thirty two performances to their credit across Pakistan. Most of the actors of the group have performed abroad also.



Kamal Hussain, Shakeel Ismail, Mohd Hamid, Zoya Moghul, Nashit Yaqoob, Zubair Abdul Qayyum and Salman Khan were the actors who entertained the audience.

The Director of the group, Shakeel Hussain said. 'we believe in giving smiles to the people with simple dialogue and at times with actions. Our approach is simple not complex, the purpose is to make people laugh.'

Director Shakeel Ahmed concluded with a quote: 'Movies will make you famous; Television will make you rich; but theatre will make you good'.

IQBAL JAMIL

Head, Department of Mass Communication & Media Studies

TURNITIN TRAINING TO TEACHERS AND TEACHING ASSISTANTS

Quality of Education is essential and especially when it comes to research and development, uniqueness and innovation plays the key role.

Implementing latest educational tools available is always a priority at Greenwich. In this context, a superior anti-plagiarism tool "Turnitin" recommended by Higher Education Commission (HEC) has been signed up to counter plagiarism even in regular class assignments as it would help students use proper citation while referencing the original source which will lead towards a completely innovative research dissertation at the end of their degree program. Alongwith permanent faculty & supporting staff even visiting faculty members were trained through proper workshops for the usage and implementation of "Turnitin". Every teacher was bound to attend at least three hours of training and all the relevant material was provided on University's main website for ready reference. It has been great success and almost all the teachers were able to successfully understand and implement the same in their regular classes.

Another great step is the launch of Post-Graduate Diploma in Teaching and Research (PGD T & R). Under this program enrolled students have been appointed as Teaching



Assistants for the entire duration of the program, provided Anti- Plagiarism, Class-handling and guided to use advanced ICT in teaching and research leading to modern and interactive teaching methods. These teaching assistants were assigned the responsibility to assist specially the non-computer familiar teachers in using Turnitin, implementing it in regular assignments, checking for plagiarized content and giving marks accordingly.

Dr Shair Sultan Mughal

Associate Dean, Faculty of Management Sciences and Information Studies

MULTIDISCIPLINARY RESEARCH CONFERENCE



(From L to R) Ms Mahwish Kanwal, Mr Raees Ahmed Lodhi, Mr Syed Shahnawaz Ali, Ms Fozia Nasir

According to Greenwich University's tradition, various kinds of conferences, seminars and discussions groups are held regularly, yet this was another conference hosted within the premises of the University and is possibly one of the many to come in the future. This conference is one of those steps which are taken by Greenwich University to further contribute in the research for managerial, social and physical sciences and encourage and enhance the research culture.

This year, Greenwich University invited leading scholars from various universities to share their research papers, theses and students of Greenwich University themselves participated as well. It was done to enhance the exposure of the participants to the various models used in studies

and update existing information or to fill gaps in current ones by periodic review and evaluation of previous ones conducted by various institutions. Over 6 universities participated in the conference apart from Greenwich University which included Bahria University, Iqra University, IIHE, MAJU, Urdu University and Jinnah University.

Dr Shair Sultan Mughal gave the welcome address to the guest speakers while Shazre Bukhari and Abeer Ali Ansari were the hosts of the conference. 3 of the guest speakers were also part of the panel which was set up to evaluate the research papers of the participants.

The Speakers at the conference were Dr Farooq Aziz, Professor of Economics at Urdu University; Mr Amir Feroz



Audience at the conference

Shamsi, Associate Professor, Bahria University; Mr Tariq Mehmood, Assistant Professor, MAJU; Mr Muhammad Faraz, Assistant Professor, Bahria University. Shah Nawaz Ali, Assistant Professor, Iqra University, and Ms Farina Rizvi, an Entrepreneur who is also an M. Phil Scholar.

A total of 13 research papers were presented by the guest students, 3 were from Iqra University, 3 from IIHE, 2 from Bahria University, 1 from Urdu University, 1 from Karachi University, 1 from MAJU and 2 from Greenwich University. Apart from these papers, over 40 were presented by the graduating batch of Greenwich University students.

The research topics varied from topics such as satisfaction level to harmful levels of aspartame in soft drinks and aided in increasing the students' knowledge on topics of varying nature.

The graduating batch of Greenwich University then presented their research papers and theses to the panel. To save time the graduating batch papers were split into 2 groups, both groups presented their papers simultaneously, the first group was in auditorium where Shazre Bukhari hosted the conference, while the other in the Executive Development Center was hosted by Mr Abeer Ali



Ansari. Mr Nawaz Ahmad evaluated papers of auditorium and Mr Tariq Mehmood evaluated papers of Executive Development Center.

The rest of the conference lasted for a couple of hours and concluded at 09:00 pm with a closing message by Mr Nawaz Ahmad.

The exposure and valuable knowledge that was shared during this first ever conference has set a benchmark and

has paved the way for similar activities to be conducted in the future by which will have to be adhered it in the coming months by the administration of the University. Through this initiative a new era has begun for this institution, bringing Greenwich University to the forefront as one of the leading institutions to share their literary studies to support this collaboration of research.

Nawaz Ahmad
Head of Research



Speakers of the conference

Visit to a Turkish School

Mr Iqbal Jamil, Ms Tahira Khan and Ms Lubna Ahsan visited a Turkish school on an invitation on May 21, 2012, where besides English and Urdu, Turkish as a language is taught from class 6 (six) onwards. Most of the classroom instructions are covered with the most modern teaching tools of the electronic active boards, a large monitor screen operated with a pen like instrument or the human finger.

The faculty consisting of both Pakistani and Turkish were given approximately 10 hours training after which they were proficient enough to handle this tool for teaching.

The visitors appreciated the use of modern tools of teaching at the school and hoped that it would produced desired results.

Tahira Khan
Assistant Professor

Effective communication is the key for success in the challenging world.

— Irfan Aamir

Guest Speaker at Greenwich

bol or signal and know immediately what is expected of you.

He further said, likewise, body language and facial expressions are also examples of non-verbal communication. Over the years, numerous research studies have been done that suggest that babies respond to smiling faces the world over, and that when a person sees someone else smile, he may become a bit happier as well.

Thus, while understanding non-verbal communication may



Communication is sharing ideas and information. While many people think of communication primarily in oral or written form, communication is much more than that. A knowing look or a gentle touch can also communicate a message loud and clear, as can a hard push or an angry slap.

This was stated by the Chief Executive Officer, Idea Simple, Mr Irfan Aamir while addressing the students of Greenwich University as a Guest Speaker on Communication and its importance. He said that communication is giving or exchanging of information, signals, or messages as by talk, gestures, or by writing the information, signals, or message.

He added companies have become empires by using effective communication tools in the competitive world and left far behind those companies who are still using the conventional mechanism of communication.

Mr Irfan Aamir further said that there can be several different types of communication, falling into the categories of non-verbal or verbal.

While you may not stop to think about it, a red light or a stop sign is a clear form of non-verbal communication. No one is physically telling you to stop, but you see that sym-



Students & faculty listening to the guest speaker

require some knowledge of the cultural and social meanings behind the symbols and signs used, some types of non-verbal communication are instinctive and no teaching is necessary.

IQBAL JAMIL

Head, Department of Mass Communication & Media Studies

CAREER EXPO 2012

The Aga Khan Higher Secondary School (AKHSS), Karachi organized Career Expo 2012 on Sunday, April 1, 2012 at Agha Khan Higher Secondary School, Karachi.

Students of Greenwich University, Karim Ismail Teli and Ibrahim Sethi arranged counseling sessions with students who visited our stall at the Education Expo.

The renowned Higher Education Institutions, career experts and consultants from overseas participated in the Career Expo 2012.

Ahmed Kamran
Incharge Student Affairs

Greenwich Joins Madadgar



Ms Lubna Ahsan

Madadgar National Helpline has formed a number of clubs in which youth from various universities and educational institutions participated so that they could perform their due role in the swift socio-economic progress of the country. Through this club students will do voluntary work and will serve the humanity. It is believed that without the voice of youth being heard the fate of the nation cannot be changed.

The Inaugural Ceremony of this forum was held at Marriott Hotel on Saturday, April 21, 2012. Greenwich students also attended the inaugural ceremony. Amongst these students were Shahal Khoso, Malik Umair, Furqan Thapdawala, Warda Saeed, Haleema Memon, Laraib Rajput, Shah Fahad, Taha Ali, Taimoor Memon, Kenjhar, Neha Saqib, Hira Arshad, Kiran Jangda, Qirat Baber, Zaid Parvaiz, and Durrayshehwar. The Chief Guest of the ceremony was the National Assembly Speaker-Fehmida Mirza. Ms Lubna Ahsan received shield from Dr Fehmida Mirza on behalf of Greenwich University.



Ms Fehmida Mirza, Speaker National Assembly presenting shield to Ms Lubna Ahsan

The basic idea behind forming this club is to channelize the energy of youth by orienting them with the problems that they might come across in their practical lives. The members of this club will not only orient themselves with the prevailing problems but will also create awareness amongst their peers. It is a club where youth will be encouraged to volunteer in community development. These youth clubs have been established in different educational institutions under the supervision of institute's management.

During the meeting the name, vision, mission and objective were decided for the youth club. The students selected all these on their own so that whatever limits they set for themselves, they are able to fulfill them and achieve their goals in future. Students from various universities in Karachi and other educational institutions participated in these activities and gave their suggestions after which the club got its name. The name "Madadgar Youth Advocates" was suggested by Greenwich University students and it was finalized by Mr Zia Awan.

Lubna Ahsan
Assistant Professor



All geared up for 'Madadgar'

CSR Award

GREENWICH SOCIAL SERVICES RECOGNIZED

Vice-Chancellor gets CSR Award

Greenwich University has always come forward in extending helping hand to needy fellow citizens in the hour of need and inculcating a sense of responsibility and duty in students towards the country.

In recognition of the University's efforts for fulfilling social responsibility, Ms Seema Mughal, Vice Chancellor, Greenwich University received Business Excellence Award 2012 at 4th International Summit on Corporate Social Responsibility.

The Chief Guest, Sardar Latif Khosa, Governor of Punjab gave away the award to 33 companies. The Governor praised the Corporate Sector and entrepreneurs for their contribution in the development of the country.



Ms Seema Mughal, Vice-Chancellor, Greenwich University receiving her award from Mr Latif Khosa, Governor of Punjab

Greenwich faculty and staff congratulate Ms Seema Mughal for winning the CSR award 2012.

Salman Altaf
Assistant Professor



Group photo of recipients of the CSR award



Group photo of memers of SDC with Vice-Chancellor & Registrar

STUDENTS DEVELOPMENT CENTER (SDC)

ELECTIONS 2012

Greenwich University Students Development Center aims to provide leadership, representation, and unity in the student body as a whole through extra-curricular activities and services for the University.

The Students Development Center (SDC) Elections were held on May 17, 2012. Following nominations were received for various positions:

PRESIDENT

- Mr Sardar Salman Aziz
- Mr Ibrahim Sethi
- Mr Fahad A Farooqui
- Mr Fawad A. Rahim
- Mr Akshay Raj Dara

VICE PRESIDENT

- Mr Abeer Ali Ansari
- Ms Hafsa Qadeer
- Ms Ambreen Malik
- Mr Ali Hunain Shah

GENERAL SECRETARY

- Mr M.Wajihuddin Badar
- Mr Shahal Aziz Khoso
- Mr Umair Arshad
- Mr Ali Imran

JOINT SECRETARY

- Mr Badar Khalid
- Mr Hamza Ansari
- Mr Ali Malik

- Mr M. Talha Qureshi
- Mr Yasin Noor UI Haq

TREASURER

- Mr Raza Shahid
- Ms Ariba Ashfaq Ali
- Mr Ahmed Ali Jamali

Initially the timing for polling was from 10:00 am – 07:00 pm, but it was changed upon the request of candidates to 10:00 am - 8:00 pm.

The candidates ran a very strong campaign before the election. The whole campus was filled with colorful posters and buntings during the election campaign. On the day of election campaign the sports room was designated as



Going to limits during the Election Campaign



Ms Seema Mughal, Vice Chancellor, Greenwich University administering oath to elected members

polling station. Mr Rashid Iqbal, Registration Coordinator, and Mr Jamil Ahmed, Examination Coordinator, performed their duties as polling officers. The members of executive committee, were Ms Seema Mughal, Vice Chancellor, Mr Saeed Kamal Mughal, Registrar, Mr Mian Muhammad Afzal, Head, Department of Corporate Services and Placement, Ms Tahira Khan, Assistant Professor and Event Coordinator, Mr Salman Altaf, Assistant Professor and Mr Rub Nawaz Assistant to the Vice Chancellor.

At 08:00 pm sharp the polling was closed and the counting started in the Registrar's office. At 09:30 pm the Vice Chancellor and the Executive Committee alongwith faculty and staff members appeared at the front courtyard and announced the result as follows:

- **Mr Akshay Raj Dara** *President*
- **Mr Abeer Ali Ansari** *Vice-President*
- **Mr Badar Khalid** *General Secretary*
- **Mr Ali Imran** *Joint Secretary*
- **Mr Raza Shahid** *Treasurer*

The elected members were very delighted to hear the results and assure the Vice Chancellor to perform their duties very well.



Polling Station

OATH TAKING CEREMONY

Oath Taking Ceremony of Student Development Center was held on March 30, 2012 at the Executive Development Center. The Vice Chancellor took Oath from the members. After taking oath every member of SDC gave speech of 02 minutes, in which they explained the aims and objectives of their club/society.

Following members have been selected as Coordinators of the Committees:

- Ms Hafsa Qadeer *Coordinator, Arts & Creativity Committee*
- Ms Hareem Humail *Coordinator, Community Outreach Society*
- Mr Kumail Soomro *Coordinator, Conference & Seminar Committee*
- Mr Ibrahim Sethi *Coordinator, Entertainment Club*
- Mr M. Athar Owais *Coordinator, Excursion Club*
- Mr Zain Wahid Khan *Coordinator, GUMUN*
- Mr Abdul Rehman Mandvia *Coordinator, GUMUN*
- Mr Umair Malik *Coordinator, Public Speaking Committee*
- Mr Salar Khoso *Coordinator, Rotract Club*
- Mr Mohiuddin Abro *Coordinator, Theatre & Production Club*
- Mr Absar Hussain *Coordinator, Vocal Talent Committee*
- Ms Sameen Abid Qureshi *Coordinator, Writers Club*
- Ms Kunzul Athar Channer *Coordinator, Athletics Club*
- Ms Amna Zaman *Coordinator, Badminton Club*
- Mr Sardar Salman Aziz *Coordinator, Basket Ball Club*
- Mr Shan Baig *Coordinator, Chess Club*
- Mr Aryn Gillani *Coordinator, Cricket Club*
- Mr Abbas Lone *Coordinator, Football Club*
- Ms Tanya Caroline Massey *Coordinator, Scrabble Club*
- Mr Yasin Noor ul Haq *Coordinator, Snooker Club*
- Mr Ali Ahmed Jamali *Coordinator, Squash Club*
- Ms Saba Akhtar *Coordinator, Swimming Club*
- Ms Aiman Mir *Coordinator, Table Tennis Club*
- Ms Farwa Shah *Coordinator, Throw Ball Club*
- Mr Yasir Khan *Coordinator, Volley Ball*

JASHN-E-EID-E-MILAD-UN-NABI (PEACE BE UPON HIM) AT GREENWICH UNIVERSITY



To seek the blessings of Almighty Allah, Greenwich University organized Jashn-e-Eid-e-Milad-un-Nabi (Peace be Upon Him) on Tuesday, March 20, 2012 at 7:00 pm.

The program was celebrated in an exceptionally dignified manner renowned Na'at Khwans Hafiz Qari Asad Ul Haq, Mr Mehmood Ul Hassan Ashrafi, Ms Madiha

Ikram and renowned anchor Mr Tasleem Sabri. Ms Naz Aleem student of Bachelors of Science in Mass Communication and Media Studies also presented Na'at on this auspicious occasion. A large number of students, faculty staff and their family members attended the program.

Ahmed Kamran
Incharge Student Affairs



Battle of Players

The class of Project Management (Winter 2011-12) taught by Mr. Kashif Ali Hashmi did a project as part of their final assignment. The class under the Supervision of Mr. Kashif Hashmi and the group leader Mohib Billoo organized a cricket tournament and mela by the name of "Battle of Players". Usually the students of Project management arrange workshops or conferences but this was a unique and different learning experience.

The event was held on 30th Jan 2012, with sponsorship from SKILL EXCELLENCE. There was a Cricket tournament in which 4 teams participated and played on knock out basis. On the other side there were food stalls, cake launch and other activities under the Mela umbrella.

The biggest news about this tournament was the Final match in which the Greenwich team consisting of current and alumni was beaten by a team of new players. This was a big upset.

This event also supported some other courses by giving one group a chance to do cake launch and the other groups to showcase their branding skills and rebrand stalls like corn, fried fish, burger, French fries, sweet potato etc. It was a fun event and attracted many students. To add to the fun and keep up the energy "Dhol wala" was brought in to keep the excitement high.

From the students' point of view this was a learning experience that combined entertainment and polishing of project management skills of managing scope, time and budget. Not only did the students get a chance to practically implement what they have learned but also to experience the management and handling of a project and to identify other aspects like conflict management that needed learning and guidance.

The students not only tried their best in proving their Project Management skills but also incorporated technology and the concept of "Green Environment". Most of the marketing was done through Social Media and internet. Instead of using papers, Tablets-PC's and Blackberry Playbooks were used instead of paper for tasks from planning, communicating, and even scoring of the match runs etc.

In the end it was a successful event which provided students with an opportunity to learn first-hand, implement their learning and gain confidence and experience.

The students of the Project Management class thank SKILL EXCELLENCE for the support and Mr. Kashif Hashmi for guidance, supervision and a great opportunity.

An outstanding student of Greenwich University



ATHER SIDDIQUI
(ME40 3514)

Ather Siddiqui is Regional Operations Manager in Standard Chartered Bank, one of the largest inter

national banks in Pakistan where he is heading 10 branches and their operations in the South. He has been awarded the best regional operation manager's **award for Pakistan**.

Ather is one of the youngest inspiring leaders in Standard Chartered Bank. Now he has joined Greenwich University for an MBA.

His core strengths are persistence where he doesn't give up for any thing and always finds a way to do it, where there's always a solution. He believes in always getting the outcome. As a leader he fundamentally believes that learning from others is imperative.

Consequently he places great emphasis on having an open mind and realising that one doesn't have all the answers, which makes him a willing personality to learn both "externally and internally".

Tahira Khan
Assistant Professor

CORPORATE IMAGE 2012



Malik Umair

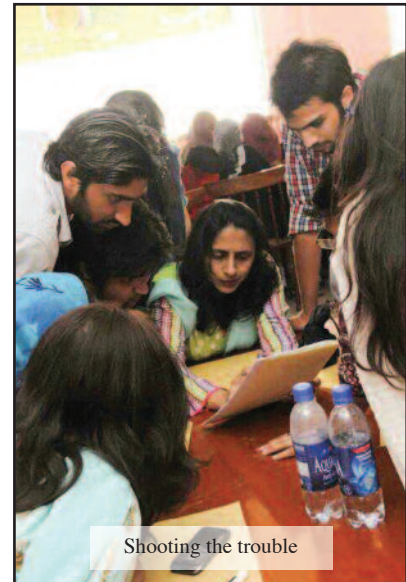
Ms Lubna Ahsan, with a team of students including Shahal Khoso, Malik Umair, Warda Saeed, Sameen Abid, Taimoor Memon, Wali Majeed,

Kunzul Channar, Kiran Jangda, Qirat Baber, and Danish Jan attended the Corporate Image 2012, a workshop held at Karachi University. It was a Contingency Planning Competition. Students were placed in different situations where they had to assume being organizational managers facing situations similar to the real corporate world and pretend to be a corporate world's magicians using magical wit to deal with organizational contingencies.

A number of universities participated in this competition. Wali Majeed led the Greenwich Team and won the second prize for preparing the solution for the problematic situation that had been given to them. The judges also congratulated the Greenwich team on giving the best presentation on contingency planning. The Greenwich team handled the given situation

with the idea of shooting the trouble before it shoots back!

Lubna Ahsan
Assistant Professor



Shooting the trouble

Mentoring Session

Corporate Communications Cell, as part of Campus Initiatives projects hosts Mentor Nashtas in their studio. A lot of mentors and reps from the industry were requested to interact with BBA students from Greenwich University.

The session took place on Thursday, 10th May at 10am as the mentor from the industry spoke with a group of our students answering and acquainting them with the latest trends in the market. Also the skills that newer industries are looking for, for example they were told that besides formal education, open body language and sharper present-



Ms Tahira Khan with Greenwichians



Ms Tahira Khan with Mr Imran Khan

tation skills were the key to hiring individuals these days. The problem-solving component was the way forward to all organizational needs.

All this took place at a well organized session over sandwiches, cookies and coffee, which was videoed and will be available for viewing soon.

Tahira Khan
Assistant Professor

Cool Beach Party



A Beach Party was organized by the Students Development Center on May 18, 2012. The venue of the Party was Taushan Beach. Students along with faculty and staff reached the beach at 11:00 am. Halwa Puri and Tarkari were served to everybody for breakfast. The hut was very large and beautifully decorated. Students enjoyed the DJ and swimming at the beach. Some students enjoyed volleyball, tennis and cricket. At 1:00 pm Namaz-e-Jumma was offered at the mosque near the beach. After Namaz Bar B Q

lunch was served. The breakfast and lunch was very delicious. The beach party was very well organized and students faculty and staff enjoyed a lot.

Appreciation for the Students Development Center members who worked hard to organize their first event. We wish them success for their future events.

Rub Nawaz
Assistant to Vice Chancellor



Picnickers at the Beach



Rotaract Club of Greenwich Creek dist 3271 in community and international service

The elections for Rotaract Club of Greenwich Creek dist 3271, installing the new board for July 2012 - June 2013 took place at Greenwich University. The logo for the New Year is Peace through Service given by the new rotary international president RIP Sakuji Tanaka (Japanese) the second Asian president to reign over rotary international. He will be taking over from Kalyan Banerjee (RIP 2011-2012) who is from India.

On March 10th, 2012 the new board members will officially take office and start functioning after their installation on July 1st, 2012.

The board consists of the following elected members;

1.	President	Salar Aziz Khoso	<i>BS38 3358</i>
2.	Vice President	Maria Batool Jafry	<i>BS35 2930</i>
3.	Secretary	Hareem Humail	<i>BS38 3331</i>
4.	Joint Secretary	Sundus Farid	<i>BS29 2352</i>
5.	Director Club Services	Syed Absaar Hussain	<i>MS36 3108</i>
6.	Director Community Service	Subhan Mir	<i>BS27 2125</i>
7.	Director International Service Committee	Qutub uddin Sheikh	<i>BS33 2763</i>

RYLA CONFERENCE

A full-day RYLA event was held at Greenwich University in association with Rotary Club of Karachi Creek on Thursday, March 29, 2012. Students from various disciplines took part and spoke on different skills that youth need to hone in becoming effective leaders.

The day started with senior Rotary members as the speakers who came in and spoke enthusiastically about all the skills that they had learned or thought that need to be applied. Many of the speakers were Rotaractors who are part of the Rotaract Club of Greenwich Creek, RI D 3271. There were Dr. Arsalan and Dr. Rohail who covered the importance of training educated youth to handle the giving of polio drops and the BLS, (basic life support) and training for students who will volunteer to be trained for the instructions.

Eradication of polio was a hot topic as students from Greenwich University are playing a very active role by

going out in the suburban areas reaching out to the underprivileged and schools in far flung areas to spread the awareness of the crippling disease. This has led to the opening up of people's minds and now all mothers are seeking guidance from where to get the polio drops for their children.

There was a lot of discussion on the situation of polio in Pakistan and how India has been declared polio free by WHO after showing the whole year of 2010 free from any polio point. Later in the evening there was an award giving and certificate distribution ceremony by the Chairperson of the polio plus committee Rtn PDG Aziz Memon and Rtn DGE Jalaluddin Sheikh at the end of the program.

The evening ended with high-tea where everyone enjoyed fellowship with each other and the Rotary dignitaries.



Rotaract officials



Ms Tahira Khan presenting Greenwich memento to Mr Aziz Memon, Chairperson, Polio Plus Committee

The Rotary District Conference 2012

The Rotary District Conference 2012 in Karachi was a platform where all the rotaractors who had been to India on a peace mission stood to be appreciated. There were songs and videos and accolades for all by all. All our Indian hosts were present as well who spoke of the love they received and the Pakistanis reciprocated the emotions. Absaar and Salar sang songs of peace and harmony. The Conference was held from 16 to 18 March, 2012.

Tahira Khan
Assistant Professor



Indian hosts at District Conference with Pakistani Rotarians

Art can cure

A group of students from Greenwich University were invited to participate in Art Therapy session at Health TV. This televised session took place at an art studio in Clifton— one of a series to be conducted by the TV channel. The participants were seated on cushions around drawing planks with a whole lot of magazines to look through and cut out pictures that fascinated them. Then they were instructed to close their eyes and listen to instructions and were guided by the counselor who was trained in the therapy of art as a medium to massage one's inner self.

They were told that Art Therapy can achieve different things for different people. It can be used for counseling by therapists, healing, treatment, rehabilitation, psychotherapy, and in the broad sense of the term, art therapy can be used to massage one's inner-self in a way that may provide the individual with a deeper understanding of him or herself.

Tahira Khan
Assistant Professor

DEAN'S LIST

Undergraduate — Winter 2011-2012

BS37 3174	Umair Zia	4.00
BS33 2808	Kumail Soomro	3.83
BS35 2945	Hafsa Qadeer	3.67
BS 35 2936	Mohiuddin Abro	3.60
BS37 3181	Neha Saqib	3.60
BS33 2759	Yasir Ahmed Ansari	3.40
BS35 2961	Sameen Abid Qureshi	3.40
BS36 3141	Sidra Anwar	3.40
BS37 3172	Farah Mohsin	3.40
BS37 3184	Maham Taseer	3.40

Graduate — Winter 2011-2012

MS38 3349	Amber Arshad	3.75
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We offer our heartiest feliciation to all the distinguished students who made it to the Dean's List.

WELL DONE !

GREENWICH STAFFERS GRIEVED

Ehtisham Ali's father Iftikhar Ali passed away on April 30, 2012 at the age of 85. Ehtisham ali is a senior receptionist at Greenwich University.

Recounting his life long experience with his father, Ehtisham said that he was a responsible person who always liked to be on time specially at the workplace and who inspired him most in everyday and professional life.

Mr Iftikhar Ali was a retired official from Pakistan Railway.

Syed Masood Haider, father of Batool Fatima, receptionist, died of Alzheimer's disease at the age of 70 on February 27, 2012. Mr Haider had worked for PTCL. The deceased was a loving and caring father whose daughters believe that whatever they did for their father was little and they wished they could do more for him during his illness. May Allah acknowledge the intentions of his children.

May Allah Grant Eternal Peace to the departed Souls

Salman Altaf
Assistant Professor

Sports

GREENWICH CLINCHES 2 WINS IN IBA SPORTS FEST



Mehrunnisa with her prize

Greenwich University won Boys Futsal and Girls Table Tennis events in IBA Sports Fest held from March 1 – 3, 2012.

In futsal event, Haseeb Nadeem was declared the best player of the tournament with 19 goals, while in table ten-



nis Mehrunnisa Pervaiz was declared the best female table tennis player of the tournament.

Mirza Jehangir Baig, CEO, IBA was the Chief Guest on the occasion.

GREENWICH UNIVERSITY WINS AKU BASKETBALL TOURNAMENT

From the first league match against Dow University of Health Sciences Green to the final against Dow University of Health Sciences Blue, Greenwich University remained unbeaten in the 11th Agha Khan University (AKU) Inter University Basket Ball Tournament 2012.

Nine Universities participated in the tournament that was held from April 30 to May 6, 2012 organized by AKU on its premises.

The Greenwich team beat Dow University 53-43 in the final. Raja Jahanzeb of Greenwich University was declared most Valuable Player of the Tournament.



Ms Seema Mughal, Vice Chancellor Greenwich University presenting trophy to winning team captain Salman Aziz



GIRLS INTERUNIVERSITY TABLE TENNIS TOURNAMENT ORGANIZED BY GREENWICH UNIVERSITY

Inter University Girls 'Table Tennis' was organized at the University on 9th and 10th March 2012.

Around 08 participants from three Universities participated in this event. Other than Greenwich University, Baqai University and IoBM participated in this event.

There were four participants from Baqai, two from Greenwich and two from IoBM. Aimen Mir and Meherunisa Pervaiz participated from Greenwich University.

The first position went to Zehra Bashir from IoBM while Runner up went to Luzina Gazali from IoBM

Third position went to Meherunisa Pervaiz from Greenwich University

Major Akrama Assistant Director Admin distributed the prizes along with Sadia Sheikh, Manager Sports and Vijay Ratan Sports Coordinator.



Sadia Sheikh, Sports Manager, with the winners

1ST KHALID KHAN MEMORIAL INTER HOUSE TAPE BALL CRICKET TOURNAMENT

The sports Committee of Greenwich University Organized the 1st Khalid Khan Memorial Inter house tape ball Cricket tournament in March 2012, in which 8 teams participated.

This tournament was played on the league basis. 1. Sanam Bewafa 2. Pakar Dhakar XI 3. Vasco XI 4. Talli United qualified for the Semi final.

The final was played between Sanam Bewafa and Pakar Dhakar XI. Sanam Bewafa won by one wicket.

Chief Guest Mr. Major Akrama gave Winner and Runner-up trophy.

- | | |
|--------------------|-----------------|
| • Winner-up | SANAM Bewafa |
| • Runner-up | Pakar Dhakar XI |
| • Man of the match | Asadullah |
| • Best Batsman | Haseeb Nadeem |
| • Best bowler | Farid Kasi |
| • Best Fielder | Sufiyan Mir |

Sadia Sheikh
Manager Sports



Glimpses of Silver Jubilee Celebrations







Greenwich University

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Admission in any program is subject to the result of University Placement Test (UPT), Interview, Group Discussion and the grade of pre-requisite qualification.



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