

A Quarterly Periodical of



*Greenwich University*

Karachi-Pakistan

# Grvision



## Greenwich Earns the Most Exculsive Awards

**'The Medal of Brand Scientist'  
'The Brands of the Year Award'**

H.E, Chaudhry Muhammad Sarwar,  
Governor Punjab, presenting  
'The Medal of Brand Scientist'  
award to the Vice Chancellor,  
Ms Seema Mughal



**'It is an age of  
Multitasking'**

**Salahuddin Haider**

Executive Director  
Management Association  
of Pakistan (MAP)



**'No nation will have pride in  
itself unless it values its history.'**

**Swaleha Shahzada Alam**

Executive Director  
Citizens Archive of Pakistan  
& Greenwich Alumnus



■ A landmark in  
**Pakistan & Mauritius Relations**

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Dear Readers,

How happy we feel seeing our GVision in your hand. As per our tradition, we are back with the new publication of GVision for the Spring 2014 semester. GVision continues its contribution on the myriad activities carried out throughout the semester in our university. Indeed the semester of Spring 2014 has been a roller coaster ride with not only high academic achievements but a bundle of fun filled and enchanting events, creating a colorful life during the entire semester and adding profound memories in our lives for the permanent remembrance of Greenwich University's glory.

Greenwich University has once again designed a benchmark to relish and treasure. The cover story ascertains us, yet once again the devotion, dedication, enthusiasm, unwavering effort and the comprehensive nonetheless achievable mission of our respectable Vice Chancellor and which is none other than to impart quality education.

As it is rightly quoted by a scholar that "Education needs no Boundaries", similarly Greenwich University sets the prime example of it with not only affiliations and signing MOUs with different universities of various countries in the past but presently creating history by launching its first branch in Mauritius known as "The Albany Learning Centre".

I would like to acknowledge and appreciate the untiring efforts and support of my entire editorial board. My sincere regards and thanks to the students who assisted me in penning down all the activities.

Enjoy reading and send us your thoughts, ideas, comments and articles for the next issue at [gvision@greenwich.edu.pk](mailto:gvision@greenwich.edu.pk). Visit our online gallery to see more images of the University, the Faculty and students who inhabit it.

Concluding with a quote which has always motivated me "**The key is not to prioritize your schedule but to schedule your priorities**"- (Stephen R. Covey)

Regards

**Rizwana Amin**  
Editor



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The unprecedented Hallmark of Brands Recognition in Pakistan

## “Brands of the Year Award”

Greenwich Earns the most Exclusive Awards, “The Medal of Brand Scientist” and “The Brands of the Year Award”.

“It is the Creative Thinkers, the Norm Breakers who are driving the world’s most successful companies and powerful economics” ... Prime Minister Nawaz Sharif

The Prime Minister of Pakistan Mian Muhammad Nawaz Sharif in a message to Brands Foundation on the occasion of Brands Award Ceremony said “The democratic government is nurturing an environment in which innovative ideas are encouraged. Ideas require great entrepreneur and creative leader to materialize. Being creative and innovative in the world of modern technology gives a person an edge. It is the creative thinkers, the norm breakers who are driving the world’s most successful companies and powerful economics.

The Prime Minister Mian Muhammad Nawaz Sharif congratulated Brands Foundation and acclaimed their unprecedented services in showcasing the best creative,

stimulating and innovative contributions of the Pakistani Professionals and Entrepreneurs in different fields both in the country and abroad by watching their fruition in the form of medals and shields.

“Brands of the Year Award” is the biggest national platform that crowns the brand champions from every sector. The activity every year covers over 1000 top local, national, regional and multinational brands having strongest market standing in their respective categories across Pakistan.

The event is regularly organized every year and now it successfully completed its seventh edition this year 2014.



Vice Chancellor, Greenwich University, Ms Seema Mughal receiving the Brand of the Year Award from H.E. Governor of Punjab

The Award Ceremony was held on May 18, 2014 at Hotel Marriott, Karachi. His Excellency Ch. Mohammad Sarwar, Governor Punjab was the chief guest on this prestigious occasion. The Ceremony was attended by the corporate leaders, industrialists, educationist, government officials member of FPCCI, Karachi Chambers of Commerce and members of civil society.

**Brands of the Year Award** is the most premier and distinctive recognition for a brand recognized as a champion in its category. As a winner of “Brands of the Year Award” in the Higher Education sector is an affirmation that Greenwich is identified as a champion in its category. It is pertinent to mention that only one brand is declared as winner in every category included in the contest. According to law of the land, Brands Foundation is the only authoritative platform having exclusive legal mandate to conduct and organize Brand Competitions, IP/Quality survey and Brands evaluation on national level in Pakistan.

### The Medal of Brand Scientist

## An Award for A Woman of Substance

**Behind every popular and leading brand there are untiring efforts as well as vision of brand guardian whose determination and commitment lead the brands to become the most preferred choice of its beneficiaries. This award is given to the core person behind the winner of “The Brands of the Year Award” organization.**

Ms Seema Mughal's contribution in the field of higher education is significant for enhancing and encouraging literacy in Pakistan. As one of the founders of Greenwich University and the President of Greenwich Education Society. She always strives to make this institution a principal seat of learning where students can get world class education. She pioneered the concept of a foreign degree when the foundation of Greenwich Institute was laid in 1987. It was initiated in a bungalow with just 32 students enrolled in MBA. The idea of imparting quality

education in affiliation with British universities at an affordable price at home lied at the heart of the project.

As Vice Chancellor, Ms Seema Mughal's commitment to the noble cause and her conviction made head way and within a short span of four years, the university was shifted to a purpose-built campus, which could accommodate over 1500 students.

In recognition of her noteworthy achievements in the domains of Education and Public Service she was awarded Tamga-e-Imtiaz by the Government of Pakistan on her. On the auspicious day of March 23, 2010. She along with others, was awarded with Tamga-e-Imtiaz in a ceremony held at Governor House Karachi. The Governor of Sindh Dr Ishrat-ul-Ibad Khan honoured her with Tamga-e-Imtiaz.

In 2007, the Higher Education Commission placed Greenwich University in the top category 'W'. Ms Mughal envisioned the necessity of research in academia and launched the Board of Advanced Studies and Research for students' facilitation. Moreover, the Quality Enhancement Cell assures maintenance of quality in every sphere of teaching and research.

Greenwich University with Ms Seema Mughal's vision emerged as a centre of excellence where the youth of Pakistan obtain much more than just degree with an aim to serve the country and humanity. ■

The first ever HEC recognized University in Pakistan,  
The **Greenwich University** to achieve:

*'Brands of the Year Award'*  
&

*Ms Seema Mughal, TI, Vice Chancellor*

*'The Medal of Brand Scientist'*

These recognitions surely reflect the values that are rooted in the founding principles of Greenwich University. These awards also endorse the commitment of Greenwich to excel in the accomplishment of its Vision & Mission.

In addition to these awards, the TRUST (Teaching, Research, Understanding, Scholarship, Training) of parents & students and the zeal of our management paved the way to these achievements. In fact, we have always drawn strength from their support and collective wisdom towards promotion of quality education & research.



*Greenwich University*

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## A landmark in Pakistan and Mauritius Relations

**Pakistan and Mauritius have strong brotherly relations embedded in shared traditions, cultures and languages. The unique relationship features all-weather friendship and all-round co-operation. The Deputy Prime Minister of Mauritius Dr Ahmed Rashid Beebeejuan, visited Pakistan in December 2013 to explore possibilities of further strengthening the bilateral relations.**

**As reported in the press, His Excellency Mamnoon Hussain, President Islamic Republic of Pakistan, offered assistance to Mauritius for technical training and education in diverse fields including medical, engineering, pharmacy, dentistry, banking and diplomacy.**

Greenwich University Karachi has taken concrete steps to promote collaboration in the field of higher educational with Mauritius by affiliating Albany Learning Center (ALC), with short and long term objectives. An Executive Delegation from Greenwich University comprising the Vice Chancellor, Dean Faculty of Management Sciences, Manager Coordination and Special Assistant to the Vice Chancellor, visited Mauritius in March 2014 to see the various initiatives taken by Albany Learning Centre (ALC) at its campus for promotion of higher education

sector. The Delegation had various meetings with higher authorities of Mauritius i.e. President, Prime Minister and Deputy Prime Minister of Mauritius; and Director Board of Investment, Director Tertiary Education Commission (TEC), Director Mauritius Examination Syndicate (MES), CEO, Kinoo, CEO and Director BSP Group of Companies. Greenwich university delegation showed its willingness to extend support for advancement of higher education in Mauritius. Prospects of further cooperation between the two educational institutions were discussed. Ms. Seema Mughal, the Vice Chancellor expressed that the primary objective of affiliation by Greenwich University was to promote brotherly ties between Mauritius and Pakistan and to enhance collaboration in the field of higher education of mutual benefit.

### **Festive Pakistan Day Celebrations in Mauritius:**

The Greenwich Delegation attended the Pakistan Day colourful Celebrations held on March 23, 2014 at Pakistan High Commission, Mauritius. The ceremony started with the recitation from the Holy Quran, followed by National Anthem of Pakistan and Flag Hoisting by the High Commissioner of Pakistan to Mauritius, Maj Gen. Ulfat Hussain Shah. Guests were served very delicious Pakistani breakfast. The function was largely attended by the Pakistani and Mauritian communities.

In the evening, reception for Pakistan Day Celebrations was organized at the Islamic Cultural Center, Mauritius, which was largely attended by the dignitaries of



The Pakistan High Commissioner, his staff and the Vice Chancellor, Ms Seema Mughal, cutting cake at the Pakistan Resolution Day celebrated at Pakistan High Commission, Mauritius

Mauritius i.e. President, Prime Minister, and Deputy Prime Minister.

### Memorable Affiliation Agreement Signing Ceremony:

The memorable Affiliation Agreement signing ceremony between Greenwich University and Albany Learning Centre took place at Pakistan High Commission, Mauritius. High Commissioner of Pakistan to Mauritius, Maj Gen. Ulfat Hussain Shah witnessed the signing ceremony. After the signing of Agreement, Greenwich University crest and souvenir were presented to High



The Vice Chancellor, Greenwich University, His Excellency the High Commissioner of Pakistan to Mauritius and the CEO Albany Learning Center signing the Affiliation Agreement

Commissioner of Pakistan and Mr Ibrahim Ihsan Hussainbocus, CEO and Director Albany learning Center. Refreshment was served to the members of the delegation.

### Meeting with Tertiary Education Commission (TEC),

Mauritius: The Greenwich University Delegation visited Tertiary Education Center (TEC), Mauritius. Prof Ashok Kumar Bakhshi, Director, Tertiary Education Commission and Mr Vivek Ramnarain, Accreditation officer, briefed to the delegation of Greenwich University regarding various requirements of the TEC. They ex-



The Vice Chancellor is presenting Greenwich University Crest to Prof. Dr Ashok Kumar Bakhshi, Director Tertiary Education Commission, Mauritius

pressed their delight on signing an Affiliation Agreement between Greenwich University and the Albany Learning Centre (ALC). Hope prevailed that the Agreement would reinforce the relationship of both countries by exchange of students and faculty, socio cultural and educational tours, Joint Research Projects, Conferences and Seminars etc. At the end of the meeting, the Vice Chancellor, presented them the souvenir and crest of Greenwich University.

### Meeting with Mauritian Examination Syndicate (MES).

The Vice Chancellor and other members of the delegation visited Mauritian Examination Syndicate (MES) along-with the CEO and Chairman of Albany Learning Center. They met Mr Fenniate, the Director and the team of MES, and discussed examination system and rules / regulations followed at Mauritius and Pakistan. The MES was given a brief presentation on the rules and regulations for the examinations at Greenwich University. The MES



The Vice Chancellor, with the Director, Mauritius Examination Syndicate during the visit of Mauritius Examination Syndicate

executives were highly convinced by the policies and procedures of Greenwich University, and showed their interest to follow rules and regulations of Greenwich University in future. At the end of the meeting, the Vice Chancellor, presented them the souvenir and crest of Greenwich University.



### Meeting with Board of Investment (BOI), Mauritius:

The Greenwich University delegation alongwith the CEO and Chairman, Albany Learning Centre visited Board of Investment (BOI), Mauritius. They met Mr Nanda Narrainen, Director, Board of Investment and Ms Trishilla Benydin – Koolwont, Investment Executive Industry Cluster Board of Investment. They were gratified on the affiliation of ALC with Greenwich University. They



The Vice Chancellor, is presenting Greenwich University Crest to Mr Nanda Narrainen, Director, Board of Investment, Mauritius

assured their fullest cooperation in setting up the campus, by providing the statistics of students data, and other relevant statistics available to the Board of Investment. At the end of the meeting the Vice Chancellor presented them souvenir and crest of Greenwich University.

### Meeting with BSP Group of Companies:

The Vice Chancellor and the delegation visited BSP Group of Companies alongwith the CEO and Chairman, Albany Learning Center. They met Mr Sham Mathura, FCCA, CEO, BSP Group of Companies and Ms Nandini Mathura, Director, BSP Group of Companies, and other senior officials of BSP group of Companies. The



The Vice Chancellor with Mr. Sham Mathura CEO, Ms. Nandni Mathura, Director BSP Group of Companies and the Academic Committee member during the visit of BSP Group of Companies, Mauritius

Greenwich delegation visited the BSP School of Accountancy, and discussed plans and guidelines of some joint programmes.

### Meeting with Members of Academic Committee of Albany Learning Center (ALC):

A sumptuous dinner was organized by Mr Ibrahim Ihsan Hussenbocus, CEO and Director, Albany Learning Center (ALC) at a local Restaurant in the honour of Greenwich University delegation on March 25, 2014. The dinner was attended by His Excellency, Maj General Ulfat Hussain Shah, High Commissioner Pakistan to Mauritius, and his wife, members of Greenwich delegation, and all the members of Academic Committee of Albany Learning Center i.e., Dr Nawshad Mamodekhan Program/ Human Resource Advisor, Mr Anwar Ramkholeea



Greenwich University Delegation and the Academic Committee of Albany Learning Center at the dinner given by Mr Ibrahim Ihsan Hussen Bocus at Local Restuarant, Mauritius

MIT Officer, Mr Chawtee Financial/ subjects feasibility advisor, Dr Farida Oodally Students Counselor, and Disciplinary Advisor, Mr Siddique Bundhun Quality Control Supervisor, Advisor On Process and Policies, Mr Imteaz Khedoo, Council secretary & Advisor (Legal Matters, Contract, Compliance). ■

**Rab Nawaz**  
Special Assistant to Vice Chancellor



His Excellency High Commissioner of Pakistan alongwith the Vice Chancellor, Greenwich Delegation and Executive members of Albany Learning Center Mauritius



## Inspiring Change

### The Employers' Federation of Pakistan (EFP) Celebrated 103rd International Women's Day

The Employers' Federation of Pakistan celebrated the 103rd International Women's Day by holding its fourth conference at Mövenpick Hotel, Karachi on March 11, 2014. The theme for this year's conference was **'Inspiring Change'**. The Chief Guest was Mr. Noor M. Laghari – the Secretary of Labour Division, Sindh. An impressive panel of speakers was received by the Employers' Federation of Pakistan's President Mr. K.M Nauman.

The panel of speakers included:

- ♦ Dr Shahida Sajjad: Chairperson Women Development Research and Publication Sub- Committee
- ♦ Mr Saud Alam: Officer Incharge, EFP
- ♦ Ms. Charmaine Hidayatullah: Officiating President of the First Women Bank Ltd.
- ♦ Ms. Seema Mughal: Vice Chancellor of Greenwich University, Karachi
- ♦ Mr. Syed Saghir Bukhari: Programme Senior Programme Officer of the ILO-Islamabad
- ♦ Mr. Shoukat Ali: President for All Pakistan Trade Union Congress
- ♦ Mr. Fasihul Karim Siddiqi. Secretary, UN Global Compact, Pakistan Network
- ♦ Ms. Mahvish Tariq Siddiqui: COO, EPLA Laboratories Pvt. Ltd
- ♦ Mr. Haroon Dugal: Barrister

- ♦ Dr. Rana Khan: Dean Faculty of Law
- ♦ Mr. Anjum Rizvi: Director of News and Current Affairs Private Television Channel

The first International Women's Day – originally dubbed The International Working Women's Day - was held on the 19th of March in 1911 in selected European countries. The date was chosen by the women in Germany because on this very date in the year 1848, the Prussian King faced with an armed uprising. He had hence promised many reforms which included the right for women to vote. After gaining support from the masses and having defeated the uprising, the reform was left unfulfilled



Ms Shahida Sajjad presenting shield to the Vice Chancellor, Ms Seema Mughal

International Women's Day was officially recognized by the United Nations during an International Women's Year in the year 1975 and has been henceforth celebrated every year on the March 8, 2014.

The official recognition of a day dedicated to the female population of the world prompted governments globally to take action addressing issues that women of all ages face in their individual countries. Annually, the International Women's Day not only recognizes national, ethnic, linguistic, cultural, economic and political disparities women face, but also celebrates their empowerment and achievements in a world where only men have been the face of progress and change.

***Panel Discussion entitled "Pakistani Women Today: Do they have Equal Rights and Opportunities" was chaired by Dr Shahida Sajjad the head of the Women's Development division of the Employers' Federation of Pakistan.***

Ms. Seema Mughal: Vice Chancellor of Greenwich University Karachi, was asked by Dr. Shahida to speak upon changing of mindset and Ms. Mughal put in that it is women who will have to change the mindset because women need to show that there is nothing less in them compared to a man. Women are all qualified and capable hence they should not be depending on men and moreover, women should not need pity from others. Ms.



Participants of panel discussion- "Pakistani Women Today: Do they have Equal Rights and Opportunities"

Mughal further put in that opportunities come to those who are willing to grab them and gave the example of Ms. Fatimah Jinnah who stood by her brother's side – the founding father of Pakistan. Women should not look for special considerations but work to achieve goals themselves – thus proving themselves. Ms. Mughal pointed out that there should be no special consideration for women in the urban and rural areas. If women in less privileged areas can thrive so women in urban areas should not need special concessions.

**Recommendations by Ms. Seema Mughal:**

Women are equal to men and there is no need for women to be given extra privileges because equality for women is progress for all – as stated by the United Nations Women. ■

## Blood – The Gift of Life

### Fatimid Foundation Visit at Greenwich University



Do you feel you don't have much to offer? You have the most precious resource of all: the ability to save a life. The same fact was proved when Fatimid Foundation blood bank and hematological services organized a blood donation camp at Greenwich University. They collected 70 Units of blood from the Staff and Students for Thalassemia, Hemophilia and other blood related disorder patients (majority of them are children). These

patients are dependent on regular blood transfusion thus proving that when you give blood, you are doing one of the most amazing things anybody could dream of and that is saving a life. Keeping this notion in mind a great enthusiasm was witnessed around the entire campus. Fatimid Foundation provided free of charge blood donor's screening reports to all the donors. ■

# A Visit to a Living Institution

Ms Seema Mughal Vice Chancellor,  
Greenwich University visits  
Dr. Abdul Sattar Edhi

Ms Seema Mughal, Vice Chancellor, Greenwich University called on the legendary humanitarian Honorable Dr Abdul Sattar Edhi on Monday, May 26, 2014 and discussed matters of mutual interest, specially about the involvement of youth in to the humanitarian services. She also enquired about his health and wellbeing.



Ms Seema Mughal and Mr Mian Muhammad Afzal having conversation with Dr. Abdul Sattar Edhi

Honourable Abdul Sattar Edhi, the Pride of Pakistan, thanked the Vice Chancellor for her noble gestures for him. The icon social leader in his message for the youth of Pakistan and specially for the young students of Greenwich University showcased the importance of serving the humanity in distress to the best of their means and strength. He also emphasized on practicing Inter-faith harmony which is direly needed today. The Venerated Dr. Edhi expressed his deep gratitude to Ms Seema Mughal for her cordial visit and prayed for success and progress of Greenwich University and beloved country Pakistan.

Dr. Edhi enjoyed cherishing the memories of receiving the Honorary Doctorate Degree Conferred on him by Greenwich University in 2004. He thanked the Vice Chancellor and the Award Committee who realised and appreciated the services of Edhi Foundation in recognition of these services for humanity, Greenwich awarded honorary degree of Doctorate to him. He said Greenwich

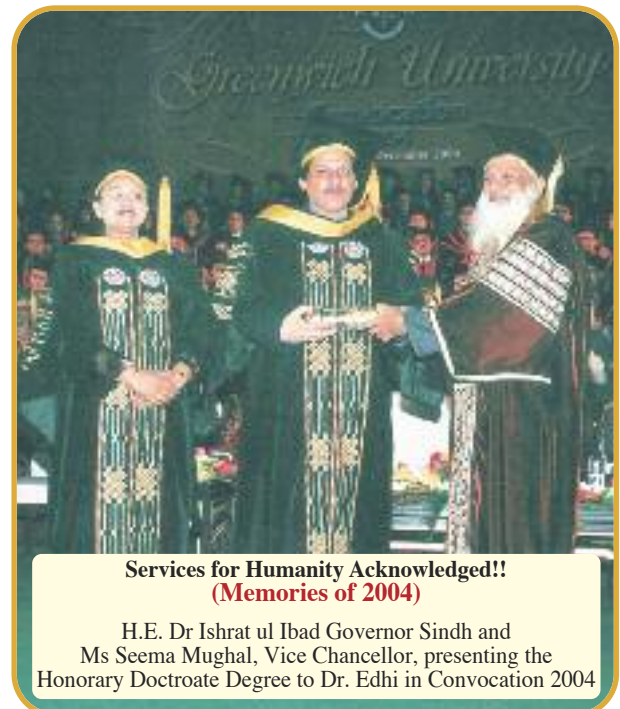


Ms Seema Mughal presenting a bouquet to Dr. Abdul Sattar Edhi

University was the first university to take lead in honouring him with this distinction which was followed by other institutions later.

Ms Mughal also presented a bouquet to Dr Edhi and prayed for his health, well-being and long life.

On this occasion Mr Faisal Edhi elder son of Dr Abdul Sattar Edhi was also present who informed about the ongoing projects and activities of Edhi Foundation. Dr Edhi also agreed to the proposal of Vice Chancellor, who explained about the students' request to allow them to meet him and discuss in detail about their research on Dr. Abdul Sattar Edhi and his world's largest ambulance service and charitable foundation. Both pinned great hopes on the present youth of Pakistan, who have all the potential and passion for caring the needy people of their country. ■



Services for Humanity Acknowledged!!  
(Memories of 2004)

H.E. Dr Ishrat ul Ibad Governor Sindh and  
Ms Seema Mughal, Vice Chancellor, presenting the  
Honorary Doctorate Degree to Dr. Edhi in Convocation 2004



## It is an age of Multitasking

“Our youth has to learn how to do multiple things at one time. They should know how to segregate their time between various activities”.

– Salauhddin Haider

**Greenwich University (GU): Please tell us something about yourself.**

**Salahuddin (SU):** For the last thirty eight years I have been working in different capacities. My career has been a variation. I worked with PIA for quite a while and have been Director Marketing until I left the job in 2009. I also served them as a Director Flight Services and the General Manager for North America. Later I joined Management Association of Pakistan (MAP) as their Executive Director and currently I am working there.

**(GU): We would like to know about your education background.**

**(S U):** I am a post-graduate in Economics. I am a Certified Director from Pakistan Institute of Corporate Governance. I have also done management courses from Royal Aeronautic Society Oxford, McGill University Canada, LUMS and INSEAD University France.

**(GU) : How do you manage your work and life?**

**(SU) :** In 24 hours I spare eight to ten hours for my family/socializing and rest and the remaining time is spent working, teaching and mentoring. The key to

success is how you manage your time. I am managing MAP as their Executive Director and I am also a Director on the board of Asian Association of Management Organizations. I am a team member of HEC’s accreditation committee i.e. National Business Education Accreditation Council whose job is to conduct a peer review of business schools under various universities. On weekends I teach Marketing to MBA students in different universities as a visiting faculty.

**(GU) : Many of us may not be aware of the organization you are working for, please tell us something about MAP.**

**(SU) :** MAP is a not-for-profit and a non-political, oldest professional body of this country. We came into existence in 1964. MAP serves as a forum for interaction for individuals and organizations concerned with and interested in various disciplines of Management. This year, we will be celebrating the golden jubilee of our organization. In 1964 was a period, when a tremendous economic growth was taking place in Pakistan. The industry and the corporate firms of that time believed that there should be a body or an association which should lead the change process towards the best management practices, so that is how MAP came into existence. Since then it has been

working for the cause of excellence in management thought process and practices.

**(GU) : MAP'S vision is to lead the change process towards best management practices, How have you helped MAP translate their vision into reality.**

**(SU) :** Our focus is to bring about good management practices and for that we conduct various training programs, mostly workshops and seminars. At the moment we are doing two programs a month but we do have two flagship events every year, one is called International convention where speakers come from foreign countries. The recently held 15th convention was on the theme **"Managing the Future"** where world renowned futurists from Venezuela and UK, including Pakistani corporate leaders participated. Similarly, we have another program called **"Corporate Excellence Awards"** for companies showing best results through their proficient management practices. This is the only award recognized in Pakistan by the corporate world. Last year we had a 29th Corporate Excellence Award ceremony. We have actively participated in international programs like the conventions organized by All India Management Association. MAP actively participates in the activities of Association Asian Management Organizations (AAMO), a seventeen country body of which MAP is a full member representing Pakistan. We have sent members to participate in the AAMO Young Managers Program held each year in Macau and South China and will be doing that again this year in November; MAP hosts their stay and travel in Macau and South China. Another value addition for MAP members is participation in Asian Management Games for which members participate online and the winning team is invited to Macau & South China for a field trip, with expenses met by MAP and AAMO.

**(GU) : What is the reason behind the success of MAP?**

**(SU) :** It is the dedication of our team members who are working for this cause. We have a high powered Board of Directors who are always there to guide us. We are networking with top most corporates of the country. So far we have seven hundred members of which two hundred and fifty are institutional members. All these events and workshops provide an opportunity for networking to members and this is how people are finding it useful to become a member of MAP. Similarly MAP is representing Pakistan on global level. As explained at the outset, we are the member of the Asian Association of Management Organization and have participated in various programs organized under its banner. Recently, we signed a memorandum with All India Management Association. We are also a member of a committee formed by HEC for awarding accreditation to business schools after their thorough evaluation.

**(GU) : What according to you are the major challenges faced by MAP?**

**(SU) :** The biggest challenge is of funding since we are a non-profit organization. We do not believe in asking for funds. The membership fee of MAP as well as income from workshops is the source of funding. We do rely on some sponsorships for conventions and workshops.

**(GU) : What are the membership opportunities for the youth?**

**(SU) :** Last year we started student membership which is being offered at a highly discounted rate for youngsters. They can come and participate in MAP's activities and can avail the opportunity of networking with big corporate firms, besides learning from some of the excellent workshop facilitators

**(GU) : How do you promote MAP?**

**(SU) :** Well we are very active at promoting MAP through our website, social media like Facebook, Twitter. When one visits these pages one sees all the programs which we offer are portrayed there. People can easily find out all the information related to our programs there. We also send Flyers / Brochures to our members for each upcoming program.

**(GU) : Please share with us your experience of working with the Pakistan International Airline (PIA).**

**(SU) :** It has been a mixed experience in the sense that it used to be an excellent organization years back but went into stagnation for various reasons. In PIA we were the first ones to provide jet services. PIA was the first ever airline to show in-flight movies in the world. We operated the first Boeing 707 from amongst the Asian countries and also the long distance non-stop flight record with a Boeing 777 that created a world record. PIA was the first Pakistani company to acquire main frame computers from IBM. PIA helped formation of airlines like Emirates, Air Malta, Singapore Airlines and many more. Later, stagnation started because of induction of more manpower than was actually required by the organization, and PIA's viability started to decline. Increase in Fuel cost has been one of the major factors which worsened PIA's economics as PIA had not been able to acquire modern fleet for domestic and regional routes. PIA has many opportunities to capitalize on like a good training centre where many foreign airlines crew was trained in the past. I hope the new government starts taking measures to improve the current situation of the airline.

**(G.U) : How do you feel when you look at the track of your professional life ?**

**(S.U) :** I never look back, I always focus on future. What-



Mr Salahuddin Haider and Vice Chancellor Ms Seema Mughal during discussion

ever I have achieved in the past was a good experience but one should always look forward to future. One must have a vision to move forward along.

**(GU) : Would you like to share any interesting incident with us?**

**(SU) :** When I was a student I had the aim of joining the civil services. All I heard in my student life was that people are selected on merit for civil services. I was striving for Foreign service. When I cleared CSS exams I secured 32nd position in Pakistan. But I could see that with quota system, anyone even below my position on merit, but from a smaller province, could be selected to a better service like Foreign service. I therefore decided that there was no fun in joining civil services. All this changed my aim and objectives in life and then I opted to serve PIA.

**(G.U) : In your opinion how important a vision is for an organization?**

**(S.U) :** The world is changing quite fast, a student who gets a degree from any university should have this aim to get into entrepreneurship rather than opt for a job. Today's youth should aim for being an entrepreneur and that should be his or her vision. Vision sets the objective of one's life as it does for a company.

**(G.U) : How would you describe yourself in three words?**

**(S.U) :** I can describe myself in one word i.e. 'Focused'; I believe this is how today's youth should be. There are too many distractions for youth these days because of which they cannot focus. In my opinion focus is the key word for success.

**(GU) : How are you using social media in your organization as a tool?**

**(SU) :** MAP was not on social media before 2011. We

made a small beginning on social media by creating a LinkedIn page for MAP. Later we started digital marketing through Twitter and Facebook. Whenever we start a new training program it is marketed on facebook. We send teasers, flyers, brochures also. We encourage active participation from people on social media by posting thought provoking ideas.

**(G.U): What is the secret behind your progress and achievements in life?**

**(S.U) :** Time management is the secret behind whatever little I have achieved in life. If you can manage your time properly, you will be successful. This is my advice to the youth as well. They should learn to manage their time to be successful in life.

**(G.U) : In your opinion, how important is time management?**

**(S.U) :** It is very important; It is an age of multi-tasking. One person has to learn how to do multiple things at one time. You should know how to segregate your time between various activities.

**(G.U) : Please highlight what important role does a person's attitude play towards his/her work.**

**(S.U) :** People need to learn that our youth belongs to Gen Y / Millennials; they have their different needs and experiences. They should be treated the same way according to their needs. The span of attention of youth is very narrow. Mentors should understand this narrow span of attention to expand their experiences. Once you are able to convince today's youth by mentoring them rightly they will be able to achieve a lot. We should not forget that our youth is the future of Pakistan.

**(G.U) : These days employers ask for experience. How can a fresher like us find a good job in such a competitive world?**

**(S.U) :** I believe talent is well recognized even if it is raw. Employers should focus on giving opportunities to fresher. They should mentor them according to their organizational needs.

**(G.U) : Your message to the students of Greenwich.**

**(S.U) :** I would advise them to remain focused in what they are doing. Students are an excellent resource for our country. If they remain focused they can do wonders. ■

Compiled by: Maria Sami  
MS41 3599



**Dr. Khalid Hajaj S. AL-Mermish,**  
Saudi Cultural Attache in Karachi  
visits Greenwich University

**Dr. Khalid Hajaj S. AL-Mermish, Saudi Cultural Attaché in Karachi** visited Greenwich University on Monday, June 2, 2014. The Greenwich University Delegation comprising of the faculty and staff welcomed him. After a comprehensive visit of the campus, a detailed presentation, about the University was given to him. He showed great enthusiasm and interest in different disciplines offered to students at Greenwich University. He also showed a great level of interest in the different departments and their operating procedures. The guest was highly impressed. It was evident in the remarks penned down by him, in Arabic language about the University in the visitor's note book.







## Industrial Revolution In Malaysia

### An Engineer's Perspective

In order to aware student about various programs around the world and provide them opportunities worth exploring, Greenwich University arranges frequent seminars regularly. They are held almost every month or twice a month. Out of these various seminars, one was conducted on Thursday, April 24, 2014.



Dr Mok Vee Hoong addressing the audience

The topic of this seminar was **“Industrial Revolution in Malaysia; An Engineer's Perspective”**. The guest speakers were called upon from Malaysia. The speakers were Associate Professor Dr. Mok Vee Hoong, Dean of UCSI University and with Assistant Manager of the International Team Mr. Umer Razzaq, at UCSI University.

The aim of this seminar was to commit to education industry, to provide international students and institutes an insight into various industries' development, related regulatory affairs and their importance and factors they must inculcate in their profiles to excel in respective industries.

The seminar started by the recitation from the Holy Quran followed by a welcome speech by Mr. Zaeem Bari, Coordinator Business Administration Department. Greenwich University's documentary was shown to the audience and guests which was followed by a presentation by Dr Mok and Mr. Umar Razzak.

Dr. Mok's presentation was very interesting and interactive. He briefly discussed about his family and his interest in engineering. He then moved towards the UCSI University where he briefly explained the programs they offer and type of students they deal with. After his introduction, he proceeded towards the tactics he uses to build the foundation of his students from the scratch. It starts from brainwashing to implementation and practical.

After the commencement of Dr. Mok's session, proceeded the Question/Answer session. He was asked various questions; some were regarding the university while others were related to his teaching experience and his field. Later, shield was presented to Dr. Mok by Dr. Shair Sultan, Dean, Faculty of Management Sciences followed by a round of refreshments and photo session.

The objective of this seminar was the strengthening of Pakistan and Malaysia's Industrial relationships while providing the students of Greenwich an opportunity to fly to Malaysia and study in their university. ■

**Hira Saeed**  
BS38 3273



Dr Mok Vee Hoong penning down his precious comments



Ms Seema Mughal, Mr Saeed Kamal Mughal, Prof. Dr A.Q.Mughal, Prof. Dr Arshad Syed Karim, during the Lunch

A Thanks Giving lunch was arranged by Prof. Dr. A.Q. Mughal on Thursday April 24, 2014 at 1:00 pm at University cafeteria. The respectable Vice-Chancellor Ms. Seema Mughal, the Director Administration & Personnel Mr. Saeed Kamal Mughal, Deans, Faculty members and staff were invited to this delightful event.

After the lunch faculty members of Greenwich University were highly praised and appreciated by Ms. Seema Mughal and Mr. Saeed Mughal for their extraordinary efforts in integrating community services in their courses thus inculcating moral and ethical values in their students.

Ms. Husna Alam has been teaching in the capacity of a visiting faculty at Greenwich University for the last five years now. She has been conducting the course of Sociology very effectively. Ms Husna has adopted an Orphanage named, Sirat Ul Jannah and in every semester she gives a project of 10 marks to students to collect and raise funds for the children and residents of this orphanage.



Ms Husna Alam receiving Shield from the Vice Chancellor, Ms Seema Mughal

Students work enthusiastically for this cause. They raise funds, visit this orphanage and at the end of the activity they donate fund to UK born British turned Muslim lady Ms. Ghufraan Qureshi who is the owner of this Orphanage, Sirat Ul Jannah in a ceremony held at Greenwich University. Once a year the students of Greenwich University also arrange a Grand Mela for these orphans where they come and spend the entire day at the campus. Different rides, games and activities are held on this day. This activity leaves a profound impact in the hearts, mind and

## Thanks Giving Lunch and Acknowledgement of Faculty Members for integrating Social Service activity into their courses

souls of the students as they not only get this awareness of underprivileged people around us in fact they get this sense of helping the ones in need and spreading smiles on their faces.

Ms Tahira Tariq has been associated with Greenwich University for the last three years. She conducts courses of Media Studies. According to Ms. Tahira Tariq it is of supreme significance to encourage and involve the students in practical field from their Bachelors program only. For this purpose she assigned her Theories of Communication students a task of adopting a government school commonly known as Peela School. The condition of the infrastructure was truly heart wrenching giving a standard picture of how the students of that school must be acquiring education there.



Ms Tahira Tariq receiving Shield from the Director Administration & Personnel, Mr Saeed Mughal

Students collected and raised funds for this project. Ms. Tahira Tariq along with the help of the management of Greenwich University worked hard day and night to fix up the conditions of that institution. The end result was a fully renovated school by the funds raised by the students and the unwavering effort of the faculty and management thus bringing a sense of acknowledgment and achievement in the students of the University.

Both of these faculty members were appreciated in a gathering where they were presented the shield by the honorable Vice Chancellor, Ms Seema Mughal and the Director Administration & Personnel Mr. Saeed Mughal to acknowledge their effort. ■

**Rizwana Amin**

# Exploration of Entrepreneurship for Youth

**“I believe the quickest and most sure way to reduce poverty, raise living standards and create jobs around the world is to make economies and governments more open and free, thereby encouraging business and entrepreneurship”.**  
- Elliott Bisnow

A Symposium was held at Dr. Kamal Auditorium addressed by Prof. Dr. Khalid Iraqi, Dean of Management Sciences, University of Karachi on March 16, 2014 under the supervision of Professor Dr. Arshad Syed Karim Dean of Social Sciences and Humanities and Graduate Studies at Greenwich University. The Symposium was thickly attended by our students, outsiders and faculty who participated as keen listeners which was evident in the question answer session.



Prof. Dr. Arshad Syed Karim, Dean  
Social Science & Humanities

Mr. Ranjeet Kumar hosted the show. He focused on the importance of Symposium for University students and also described the values of Entrepreneurship for emerging generation of Pakistan which

could lead the nation towards the development and progress in to the 21st century. Moreover, he quoted “Big business do not establish with big investment, rather big business establishes with big idea.”

Symposiums should be conducted at university level for learning and better prospects. Because symposium teaches us self-management, self-worth, motivation, teamwork, enhances our interpersonal communication and creativity. The speaker, Dr. Khalid Iraqi has a wide experience of teaching and research on National and International



Guest Speaker Prof. Dr. Khalid Iraqi, Dean Management  
Sciences, Karachi University addressing the audience

platform. He completed his master’s in Public Administration from Karachi University and for post-graduation went to University of London where he completed Ph.D. in Public Administration. He shared his experience of Entrepreneurship to our students practically and theoretically by giving real life examples. He quoted business tycoons such as Mark Zuckerberg, Steve Jobs and William Bill Gates.

The Symposium shed light on significant aspects of Entrepreneurship for youth to a large extent. Dr. Iraqi emphasized on how to take business from low and local levels to higher level. This symposium put a broad visualization to deal with ongoing process of business development. As key competence it focused on what made new established companies successful in the long term.

The Symposium ended with the vote of thanks to the guest Speaker by the host. The seminar ended by the Honorable Guest Speaker being awarded a University Shield in appreciation of his valuable thoughts, expression and kind visit to Greenwich University.

We can say that indeed the symposium left a positive impression on the audience. ■



Audience focusing on the lecture being conducted  
by the Guest Speaker



Group Photo with the Guest Speaker

# Creativity and Innovation – Five Senses

## Midterm Project

The class of Creativity and Innovation presented their “**Five Senses**” midterm project on April 12, 2014. The project was based around synchronizing and appealing the five human senses, namely touch, taste, smell, sound and sight. For this purpose students were divided into 4 groups that represented 4 countries and their respective 5 senses. These countries were **Hawaii, Lebanon, Brazil and Vietnam**. Each group presented a video and a performance on stage, which was followed by a visit to their respective Kiosks by their respected teacher Mr. Abdullah Deewan.

The first group which represented **Brazil** gave a performance, depicting the famous culture of football in Brazil which was followed by the famous Carnival of Brazil. The bright and colourful performance was then followed with a visit to their kiosk which was decorated in bright drapes, representing the colourful culture of the country.

The second group represented **Lebanon** and performed the country’s famous cultural dance on stage. The group was dressed in traditional Lebanese clothing which included black shalwaars, long boots, white shirts and brown waistcoats. Their kiosk depicted traditional Lebanese setup with carpeting and decorative ornaments such as the famous Shisha.

The third group which represented **Vietnam** gave a stunningly synchronized performance on stage of the famous Vietnamese cultural fan dance. The ladies who performed were dressed in a stunning red and black theme and wore the country’s traditional outfits that were mixed with a more contemporary touch to it. The kiosk was based on the traditional Vietnamese shack built with chic and hay.

The final group represented **Hawaii** and gave a little twist to their presentation by starting off with a visit to their kiosk. The Hawaii themed kiosk followed the lively and welcoming nature of the state and gave the look of a small bar at a beach. The group was dressed in traditional Hawaiian floral patterns with Leis around their necks. Their performance, which came as a surprise, was an Elvis concert in Hawaii at the end of which Mr. Abdullah Deewan was presented with floral Lei by Elvis himself.

The results of this project were then announced based on synchronization, appeal to five senses and wow factors landing Hawaii in 1st position, followed by Vietnam as 2nd after which came Lebanon as 3rd and Brazil as 4th. ■

**Mirza Bilal Asad Baig**  
BS41 3603



Students representing different countries at the successful execution of their project with the Instructor.

## Swaleha Shahzada Alam

Greenwich Alumnus and  
Executive Director  
Citizens Archive of Pakistan  
(CAP)



**‘No nation will have pride in itself  
unless it values its history’**

**Everything CAP does is for the citizens – we exist for Pakistan.**

### *Swaleha Shahzada Alam*

After completing her O’ levels from Beaconhouse in 1995 she joined Greenwich University. She completed her Bachelors of Science from Greenwich with a major in Finance in 1998. While Swaleha was still in college she had started teaching and helping out people in Accounting and Economics for the O’ and A’ levels. She also substituted, as an Art Teacher at Beaconhouse for a few weeks but after graduating her first job was at Bank Alfalah Limited as a Finance Officer. After a few months, she was recruited to Treasury by United Bank Limited as a Foreign Currency Dealer. At the time there were only two women trading foreign currency in treasuries. Her next job was at Jahangir Siddiqui & Co. where she worked as a trader on the fixed income desk and then the foreign currency desk. She took it as an achievement but soon after she realized that she couldn’t worry about other people’s money! So she bid farewell to trading and joined Lecole as a teacher for Advanced Studies in September 2001. In 2006 she moved on Bay View High and then to Karachi Grammer School. In 2010 Swaleha joined Links as an O level teacher and soon took on the responsibility of the Academic Head of the senior school. It was in 2012, when CAP was expanding and it became difficult for the Board of Governors to manage it, then she quit her teaching and came on board full time as the Executive Director.

**(GU): Please tell us something about The Citizen Archive of Pakistan (CAP)?**

**(SA):** The Citizens Archive of Pakistan (CAP) is a non-profit organization dedicated to cultural and historic preservation, operating in Karachi, Lahore and Islamabad. We seek to educate the community, foster an awareness of our nation's history and instil pride in Pakistani citizens about their heritage.

It was founded in February 2007 and its first project was the Shaanakht festival. Unfortunately I wasn't able to attend the festival. But in 2008 I helped launch the Oral History Project – there was no looking back after that. I wore many hats, helped out where I could and in a few months I was elected as a member of the Governing Board.

**(GU): What is the mission of CAP?**

**(SA):** CAP has focused its attention on the tradition of oral storytelling in Pakistan, emphasizing the importance of such narratives in a dialogue on national identity. Our organization has three main goals: to preserve and provide access to the archive, to build and support educational programs, and to develop educational products based on the testimonies collected.

Our vision is to develop CAP as the foremost museum and heritage center of Pakistani history, photography, culture, literature and historical documentation demonstrating the strength and spirit of Pakistan from the perspective of a citizen. Each exhibit and gallery will tell important stories about the country and provide an engaging and thought-provoking window into the nation's past, present and future.

**(GU): What was the aim of launching The Oral History Project? Tell us something about the Oral History Project.**

**(SA):** We are passionate about sharing Pakistan's stories with the educational outreach programs and the thousands of visitors who attend our festivals, and exhibitions. Our archives, exhibits and galleries change and grow as our understanding grows, and we strive to share our knowledge in original and exciting ways.

In order to share these stories and to create the educational products and exhibitions we first needed to collect the narratives of the partition generation, document photographs and anything else that we could get our hands on that would help us disseminate our history in new and exciting ways.

We wanted to instill pride in our youth - the fact that history is considered a boring subject, it didn't help. Moreover, the national curriculum continues to delete,

## We owe to Greenwich

Alumni must not only extend referral to admissions and scholarships. We should be more involved – and I would like to start a mentor program at Greenwich University through the career-counseling center. I hear the sessions are doing extremely well but I believe that a structured mentoring program will give students more exposure. I recommend that every semester, Greenwich University students be given options in terms of alumni who they can intern with to learn more about various industries and professions.





Greenwich helped me building that vision for myself. It was a culmination of my achievements and weaknesses. Learning how to overcome the weaknesses and to become independent.

summarize, and decimate history while there is no alternative discourse.

No nation will have pride in its self unless it values its history – thus we launched the Oral History Project. We have recorded over 2500 hours of audio – fascinating stories of Partition and the early years of Pakistan, stories that are not found in textbooks. Our rich photography archive is a testimony to the life that our parents and grandparents speak of. And today CAP uses the same material to teach history through the CAP Outreach Tours in low income schools and colleges in Karachi and Lahore, reaching out to about 8000 students.

**(GU): How does CAP facilitate the citizens of Pakistan?**

**(SA):** Everything CAP does is for the citizens – we exist for Pakistan. We believe that history and culture belong to every one and everyone must have access to it. Every year CAP organizes multimedia exhibitions, oral history talks, and various events that celebrate our history and culture. The Shanaakht Festival, Birth of Pakistan, Dekho Pakistan, This Is My Story; Dialogue with Pakistan, State of Being so Divided and Exchange for Change Exhibition are such events and exhibits that have been very successful and widely appreciated.

Patriotism is a very limited word in this country. It seems to be restricted to wearing green and watching a cricket match. I feel that to be patriotic one needs to go beyond cherishing what we have. We as a nation also need to accept our weaknesses and everything that is negative in Pakistan. Acceptance is just the first step – then we need to work on changing all the things that we find unacceptable within ourselves. Everyone can bring change, whether they are bankers, mothers, students – all of us. I don't accept things as shown to me and in fact I truly believe if each one of us tried to do some good no matter how small the deed even if it something as simple as conserving energy or following traffic rules – it will lead to a greater change in society.

When we were very young we were literally brainwashed that India was our enemy – today I reject this political jingoism and insist that yes we have had our differences and we have fought but it is time for dialogue, reconciliation and to move on. Our project 'Exchange for Change' is now the world's largest Oral History program. It works with 5000 students from India and Pakistan and when we started this project in 2010 with just 2400 students – people laughed in my face and said that it would never work – I am smiling back at them now.

**(GU): In your opinion, what are the major challenges faced by CAP?**

**(SA):** The major challenge faced by CAP is funding. As CAP is a non-profit organization, funding is a challenge for us. We have been raising funds for the last seven years and it has been a struggle. Unfortunately our corporate sector is not driven to fund history and culture initiatives. Only a few people realize the importance of what we are doing. Very few realize that it is the arts, history and culture that lend to the creating of a value system in society.

**(GU): How do you promote CAP?**

**(SA):** We promote CAP through exhibitions, newsletters, media-partnership and the social media. Our work promotes us.

**(GU): Would you like to share the success stories of some projects done by CAP so far?**

**(SA):** I joined CAP in June of 2008 as a volunteer at that time CAP was on a dinning table at Sharmeen's mother's house. Then we moved into her storage shed at the end of her garden with zero paid employees – today we have proper offices and team of 85 employees across Karachi, Lahore and Islamabad! When we started we had absolutely no resources – I remember I was given Rs. 14,000 to run CAP for 3 months.

**(GU): Please share your experience of studying at Greenwich University.**

**(SA):** My experience at Greenwich was phenomenal. I used to participate in many events on campus. At that time Greenwich used to organize a Talent Night (which I believe still goes on) where students could showcase their creativity. We had musicians, designers, singers, etc amongst us. I remember helping Deepak Perwani (now a days internationally renowned designer and actor ) for his fashion show.

Greenwich University in the 90's was extremely strict with the students regarding attendance and I believe it's the same these days. Students were allowed only two leaves and those who missed more than two classes were not allowed to appear in the final examinations unless a medical certificate was shown. So a doctor in the family was always a blessing!

At Greenwich it was always a lot of work but with a lot of liberty. Our teachers realized that we were adults and needed room to grow and express our opinions. We had some very good teachers and I miss them even today. Life was not easy as it is now. We didn't own computers so we had to stay back late and work in the computer lab or across the street in the stationery shop that Mir Nasir opened.

**(GU): How did GU help you in achieving your goals?**

**(SA):** Greenwich University taught me survival - the best one can learn. I feel that that there are two types of education. Academic education which is mostly about achieving the grades that become a means to an end and a benchmark. But Practical education leads to the creation of a well rounded personality – to walk out of college and have a more holistic view on life – a greater vision for it. Greenwich helped me building that vision for myself- it was a culmination of my achievements and weaknesses. Learning how to overcome the weaknesses and to become independent.

**(GU): How do you balance your personal and professional life?**

**(SA):** There is a very thin line between my personal and professional life. For me, my work is not a job instead it is my way of life. I have always said that CAP in itself is an attitude. It is a privilege to be on the governing board and to hold this position. I spend way too much time at work, as I am told, but this what I believe in and how I want to be the change.

**(GU): Your message to the students of Greenwich.**

My message to the students of Greenwich is – ASK. Ask

as many questions as you can. Question yourself, question others - Those who don't question, they never learn. Academic qualification is nothing if there is no debate. Discussion and debate instills critical thinking. So ask questions, again and again until you are satisfied.

**(GU): As an alumnus how would you contribute to strengthen Greenwich University's alumni to work positively for the university and the community?**

Alumni must not only extend referral to admissions and scholarships. We should be more involved – and I would like to start a mentor program at Greenwich University through the career-counseling center. I hear the sessions are doing extremely well but I believe that a structured mentoring program will give students more exposure. I recommend that every semester, Greenwich University students be given options in terms of alumni who they can intern with to learn more about various industries and professions. ■

**Interview by:**  
Maria Sami (MS41 3599)

## Another Feather in the Cap: Launching of M.Phil. and Ph.D. programs in various disciplines of Social Sciences.

The graduate studies faculty has successfully launched an M.Phil. / PhD program in different disciplines of Social Sciences. The classes of M.Phil. and Ph.D. has already begun since last week of March 2014. The enthusiastic and promising candidates for these two higher degrees are being taught by distinguished scholars in the field.

Greenwich University proudly announces its achievement for beginning the terminal degree program under the supervision of Professor Dr. Arshad Syed Karim, Ph.D. who is himself a well-established, distinguished scholar in the field of Social Science and Education carrying cross cultural global experience of over 50 years in Higher Education. ■



**“Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.”**

— Buddha

## Sirat-ul-Jannah Project

Sirat ul Jannah is a gigantic project which has been initiated by a UK born British turned Muslim lady Ms. Ghufuran Qureshi and her religiously dedicated and committed husband Muhammad Ahmed Qureshi. For the last 20 years she is providing food, shelter, education, vocational training and even funds for marriages of the orphan girls. Two hundred orphans are receiving Rs.1000/= per month as educational assistance at their own localities. This strong lady faced tremendous hardship and tough circumstances in founding this great welfare organization.



Students sharing their affection and love by giving bouquet and baskets of chocolate to Ms Ghufuran

The sociology students of Greenwich University were assigned with a project of supporting Sirat-ul-Jannah. They were divided into nine groups. Each group's target was to collect the maximum donation to help the innocent and most deserving children of Sirat-ul-Jannah

The project started on 26th February 2014 with full enthusiasm displayed by of all the groups. The atmosphere was pretty electrifying as the other groups were putting up their relentless efforts. Students came up with amazing, innovative and creative ideas. Colourful pamphlets were



Mr Zafar Iqbal Saifi handing over the donation to Ms Ghufuran



Ms Ghufuran Qureshi. UK born British turned Muslim Lady

also distributed and presentations were prepared for the final day. Banners and huge panaflex were put up in the entire campus to support their cause. One of the groups named Helping Hands decorated the stairs and tied up colorful balloons all around the university's building. The whole ambience was attractive. It was indeed heartwarming to witness the students brimming with confidence and a passion to fulfill the noble cause. All nine groups were giving a tough competition to each other. This enthralling publicity lasted for one month. Everyone's target was to collect the maximum donation to help the innocent & awaiting children of Sirat-ul-Jannah.

The next step was to visit the orphanage. Students of different groups assembled together to visit Sirat-ul-Jannah for a survey. They spent some quality time with the children dwelling there. It wouldn't be an exaggeration to indicate that the students went through an excruciating struggle. Their unwavering efforts culminated in the form of appreciation and generous donations from other universities, several franchises, multi-national corporations and families of the students.

On the presentation finale, March 28, 2014, the Board of Sirat-ul-Jannah was invited at the university and the donation amount was handed over to them along with baskets of candies for little children, as a token of love from Greenwich University.

May Allah always guide our students to manifest this enthusiastic approach towards helping the needy and underprivileged individuals of the society in future as well. ■



Group Photo of Greenwichians, Ms Ghufuran and Guest

# Bursting the Brain Drain Bubble

Brain is surely not drained till it's refrained by terrains for it to gain from it for the main by which to proclaim and regain once again given to the trained

Brain Drain, a chosen theme for the Debates & Business Report Project event held on January 23, 2014. Gathered in the Greenwich auditorium to greet, grip, grind, give, grease, grow and gain from the given topic, 'Brain Drain: Seeking Opportunities outside Pakistan' were the glowing students of English Composition and Business Report Writing. The former were moving the motion of the house in favor or against it whereas the latter were presenting their analytical and well-researched reports through presentations.

A term synonymous with the intellectuals, educated and trained persons of a country who exit to explore, seek, attain and reap the benefits of foreign territories. The sensitive scenario is the one of either flight from one's homeland or to stay and fight within its boundaries for improvement of ground realities and give back to one's country.

It was a scene set to be savored by the spectators' sights. Our esteemed guest speaker Mr. Shabbar Zaidi honored us with his presence, the Senior Partner of A. F. Ferguson. To say rightfully that he was the ripe rectifier to refine the released renderings. Having authored the book, 'Pakistan NOT A Failed State' set the direction for the deliberation on the topic. Arriving promptly on time was a plus and the event took off as planned in line with our judges Mian Muhammad Afzal, Ms. Tahira Khan and Ms. Xaenub Mirza.

The opening presenters of the Business Report Projects took the audience on the Brain Drain Train and the ride was as moving and liberating as the solutions themselves. The debaters entered armed with their aims, aspirations, agenda and arrows to strike their opponents accurately. The clash of the pull and the push factors ensued with such enlightening and enriching arguments that justified the topic entirely. The house swayed with the enunciations



Mr Shabbar Zaidi, guest speaker

sometimes moving in the defense and sometimes taking up the attacking position. Attractions of Pakistan's utilization of resources, coordination of private sectors and flourishing of independent businesses strengthened the pull reins whereas the uncertain social, economic and political conditions broke them. Through the trials and tribulations of trips in and out of the local terrain thrived under the heated exchange of opinions.

This was a definite reminder and revisit to the issues prevalent in our country understood by only the esoteric individuals who perhaps may not have the keys to its unlocking. Thus by now this pertinent Pandora's pandemonium has left many hopeless, helpless and in haggard conditions to cross hard and harsh hurdles to hail out of one's aven onto others.

The critical assessment of the judges scrutinizing each debater was worth every word spoken. The debaters took their stance one after the other and the BRW presenters tied the knot with their purposeful presentations giving up the platform to the most eloquent speaker Mr. Shabbar Zaidi himself. Who could've asked for a grand curtain closing than this? Mr. Shabbar not only put his finger on the pulse of the problem at hand but was able to provide an insight that was to pry the eyes open to the stark reality. His expertise, experience and exposure spoke volumes about the plague and what steps need to be taken to root it



From (L to R): Naureen Safdar, Subbayal, Yameen Razvi, Rimsha Shafiq



Ms. Shelah Piracha Imran

out. One of the recommendations was to strike the love the nation cords with individuals who really want to make a difference and restrained by the nation's identity. Such patriotic Pakistanis will find rest or peace nowhere except here. These are the ones that need to be targeted and their sincerest efforts harnessed for the progress of a promising nation.

With such pensive words ringing in the ears of those present, the winners were announced. Noreen Safdar, Rimsha Shafiq and Yamman Rizki were the first, second and the third position holders-all of them well-deserved. Such students, the torch bearers of a nation and in a nation ready to battle the situations for a better and a brighter future.

Then the judges awarded the certificates of distinction to the three teams of the best business report projects. Certainly, such platforms go a long way in grooming and molding the young aspiring minds towards recognition and realization of key issues and concerns of our society at large.



Judges and Students listening actively

Greenwich has always been in the limelight planning, organizing and executing such events that allow the youth to shine and soar to reach heights-who said the sky is the limit. For Greenwichians with powerful minds and empowered speeches they can attain the impossible! ■

**Shehla Piracha Imran (Faculty)**  
*Dept. of Huminites*



Winners of the event with Judges and Faculty members

## Students' Orientation Spring Semester 2014

Students' Orientation for Spring semester 2014 was held at Greenwich University on Saturday, February 15, 2014 at the Auditorium. The Orientation was beautifully and efficaciously conducted by the Faculty, staff and students.



The orientation started by the recitation from the Holy Quran, .Ms Rizwana Amin, (Head, Department of Humanities) gave a brief presentation about the University's policies, rules and regulations. After the presentation, the Office Bearers of Student Development Center (SDC), along with the Coordinators extended a welcome surprise for the newly joined students.

The entrants enjoyed the beautiful performance of Ms Hafsa Qadeer , Mr Umair Khanzada, Mr Absar Hussain, Mr Samir Ansari, Mr Salar Khoso, on the strikingly played music by Mr Raza Masud.

The ceremony lasted for two hours and ended on a good note leaving the students delighted and further more excited to join the exhilarating activities offered to them by the institution. ■



## Melting Pot

### Fashion Show— A Class Project

**“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.”**

— Coco Chanel

Setting the benchmark to extraordinary heights were the two classes of Mr. Abdullah Deewan from Greenwich University. Indeed, students of Creativity and Innovation alongside the supervision of seniors from Consumer Behavior brought together an act that mastered the organization of an event displaying extravagant clothing, styles and cultures based on three different themes.

From the ancient Greek cultures of the God, through the wild living of Native Americans merging into the modernist persona of the Far East.

First to express its creativity was the Greek theme, going on by the name of ‘Olympus’! The intuition of the Greece’s God culture and Sparta, the students initiated the run with an act of torture upon the weak. Moreover, the act



Prof. Dr A.Q. Mughal, Mr Saeed Kamal Mughal, and Ms Seema Mughal at the event

was followed by the culture of slavery where it was apparent that the Greek’s back in their days supported the ideology of servants and maintained a set standard of financial class.

Leaving all audience in shock, the show had only begun at that moment in time and the real surprise was in the next act. The theme of Native America included individuals portraying the times and lives of individuals from back in the wild times. With an impressive upfront act of humans hunting for food in the efforts of defeating each other, the





King of the field wins the battle, dragging the opponent out. This was followed by a dynamic effort of models displaying clothes from the past.

And here on, the organizers of the particular theme left everyone with a surprise! Yes, out came the two most famous faces of Pakistan's fashion industry, namely, Nadia Hussain and Aijaz Aslam. The presence of the two celebrities transformed the entire course of the show into an event immensely worked hard for and professionally detailed and thought of.

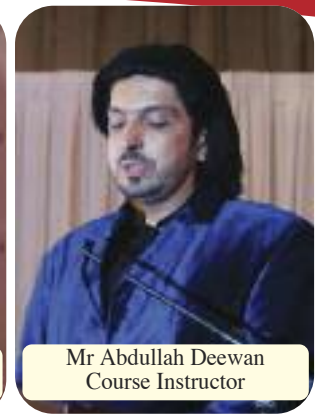
Last but not the least, the real life friends of Pakistan, China, were honored alongside the cultures of Vietnam and the most visited vacation places, Thailand. The show started with a 'China Walk' with all models entering the



Nadia Hussain and Aijaz Aslam



Zara Sethi  
Master of Ceremony



Mr Abdullah Deewan  
Course Instructor

ramp all at once with the Chinese trademark dragon right in between walking side by side. This pushed the feeling of being in China further! Moreover, the exuberance of Martial Arts between three models stole the show.

Despite the fact that this was already perfect, the added solo dance performance by one of the student of Greenwich, stopped the show!

All in all! The show ended with a blast, with the organizers and supervisors taking the stage in order to pay respect to the entire audience.

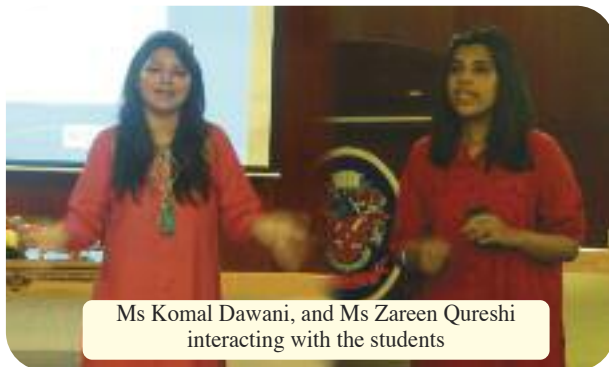
With special thanks to choreographer, Talal Rehman and the master himself, Abdullah Deewan, the show was single handedly a major success. ■



# “Challenges Faced by Project Managers” Management Conference 2014

Conference on “Challenges faced by Project Managers” was organized by MBA Students on Sunday, April 27, 2014. It was their Project Management Project, a great effort has been done by the group, and it was a detailed project from initiation to an end.

Two Guest speakers came for the session, **Ms. Zareen Qureshi** from WWF & Charter of Compassion, specifically talked about from her experience which was quite entertaining. **Ms. Komal Dawani** spoke about the “Bonanza” revamp and engaged the audience. Project Management Teacher handed over the Greenwich giveaway and bouquet to the guest speakers.



Ms Komal Dawani, and Ms Zareen Qureshi interacting with the students

The Conference was planned by the members of conference planning committee that includes three students Arbash Shaikh, Fatima Jaffery and Maryam Tariq. Greenwich University auditorium was booked for the day; for any conference to be successful, number of audience presence is the key. Maryam Tariq hosted the conference superbly and the team managed to gather the crowd through massive publicity by putting up standee, brochures and social media marketing. The target audience for the conference was student from any medium (BBA, MBA, Media, Alumni etc)

The audience was given a folder which included agenda of the conference, minute to minute details in day plan and



Komal Dawani, the guest speaker receiving shield from the Course Instructor



Students listening attentively to the Guest Speaker

feedback form. According to some the participants it was said Quote, “Conference was planned in a very professional manner” Unquote.

The session was quite interactive with guest speakers, audience repeatedly ask various questions and sat throughout the conference. Human Resource Management Teacher **Mr. Sikandar Abbasi** also spoke on Project Management and highly appreciated the effort conducted by the students. For those who were not aware of Project management found it very informative.

Greenwich University administration was of great help throughout the duration of the conference. Conference ended right on time with a final touch to lure participants to fill feedback form and handover during tea and snack gathering which was arranged in a very appropriate manner in cafeteria.

About Writer: Fatima is pursuing her MBA from Greenwich University, Karachi. She is also working with an international organization for “Youth at Risk” in Karachi. ■

**Fatima Jaffery**  
MS41 3631



Mr Sikandar Abbasi, Course Instructor Human Resource Management

## A New Program Initiated by Greenwich University

# Media Alumni Talk

Greenwich University launched its department of Mass Communication and Media Studies some six years back that is in 2008. Greenwich University has produced some real worthy professionals in this field and aims to polish and refine the students to reach the pinnacle of success in future also.



Mr. Junaid Khan, a well-known singer and actor  
Ms. Alveena Abid, Alumna Greenwich University

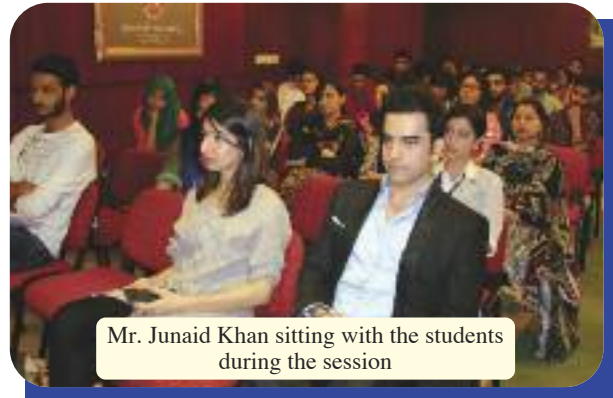
**Greenwich University has initiated a new program of Media Alumni Talk.** The objective to start Media Alumni Talk (MAT) is to invite our Media Alumni, who are making their mark in the practical world. They conduct fruitful session with the students discussing their exposure in the specific area. Besides Mass Communication and Media Studies Alumni, a professional from that particular field is also invited to support the Alumni according to the format of Media Alumni Talk (MAT).

Mass Communication and Media Studies department of Greenwich University held its first session of Media Alumni Talk on Wednesday the April 9, 2014 at Greenwich University Auditorium.

As an Alumni guest speaker Mass Communication and Media Studies department invited Ms. Alvina Abid an entrepreneur and making her mark in media industry of Pakistan. She was accompanied by a professional



Prof. Dr Arshad Karim presenting shield to the Guest Speakers



Mr. Junaid Khan sitting with the students during the session

singer and actor Mr. Junaid Khan who though is not a Mass Communication and Media Studies' Alumni but as stated above was there to support our alumni stance. Junaid Khan complimented the topic '**The importance of screen presentation.**'

The program started at 11:30 pm by the introduction of the guests. Ms. Alvina Abid gave a formal presentation on the tips of screen presentation. Junaid Khan's interactive session with students on his experiences with reference to the topic and question answer session was very informative and amusing.

Shields were awarded to both the guests by Prof Dr. Arshad Syed Karim, Ph.D. Dean of Graduate Studies and Social Sciences and Humanities.

On the contrary we can say that the first session of Media Alumni Talk went well and we are hoping to have more sessions with the same format but with new perspectives. Media Alumni Talk's sessions will not only enhance the work of Greenwich University's Alumni but also will also prove to be an immaculate guide for the enrolled media students to progress towards success. ■

**Ayla Hassan Chowdhary**  
*HOD, Mass Communication and Media Studies*



Group Photo with the Guests

# Pakistan Mercantile Exchange

## The Only Platform in Pakistan to Buy, Sell, Trade - Gold, Silver, Crude Oil, Agriculture and Financial Futures

Greenwich University arranged a guest speaker session on Tuesday, March 18, 2014 on the role of **“Pakistan Mercantile Exchange”** in the current financial and economic environment. Speakers from PMEX were invited to share their views on the purpose of exchange. Among them were **Sarang Abbasi**, and **Shabbir H. Kazmi**

Pakistan Mercantile Exchange is the first technology driven, web-based, demutualized commodity exchange in Pakistan. It is licensed and regulated by the Securities and Exchange Commission of Pakistan and has a 100 % Institutional shareholding.

Pakistan Mercantile Exchange Limited started its operations in May 2007 as a fully electronic exchange with nationwide reach. PMEX is committed to provide a world-class commodity futures trading platform for market participants to trade in a wide spectrum of commodity derivatives, driven by the best global practices, professionalism and transparency.

Pakistan Mercantile Exchange is the first Exchange in Pakistan to employ modern risk management techniques based on Value-at-Risk with a pre-trade risk check in real time. The Exchange acts as a central counterparty to both buyers and sellers through a novation process and provide clearing & settlement on a T+0 basis using on-line bank transfer mechanism. You can buy, sell, trade, Gold, Silver, Crude Oil and Other Commodity Futures at PMEX.

The session was conducted by Mr. Sarang Abbasi who is currently the Assistant Manager for Risk and Analytics. His 5 years' experience covers Basel risk management framework consultancy for banks, actuarial work related to insurance and investments risk management. The concentration of his work is in analytical and quantitative models for commodities, fixed income, forex and equities. At PMEX, Sarang holds the responsibility of managing the overall credit, market, liquidity and operational risks at the clearing house. He is also responsible for the development and implementation of risk management models, with specification to scenario analysis, simulations, data analytics and actuarial models. Sarang graduated from IBA in 2008 and is currently pursuing the

professional actuarial designation.

The session started with the speaker shedding light on the different types of kind of commodities in the modern market perspective namely: Physical Commodities e.g. agricultural, metal, energy. And Financial Commodities e.g. currencies, interest rates, equities, indices Etc. He furthermore highlighted the role of exchange as the substitute for normal financial market for investors who want diversification and low risk for their investment. He discussed exchange policies and how exchange works.

In continuation, he elaborated the details of trades and different types of trade. To make the presentation interesting and more fruitful, they had included different graphs. The audience was thrilled when he shared some interesting facts on gold, silver and crude.

The dimension of the presentation that enthralled the audience was the elaboration of Risk Management factor i.e. that the exposure of a business in order to limit losses that arise from adverse events.

The presenter deciphered and displayed a clear picture of risk management by sharing the fact that by using quantitative and qualitative methodologies we can assess risk.

As happens around the globe, gold, silver, cotton, and crude oil are the most tradable commodities in PMEX.

Launching of **“milli tola gold”** their new project was also highlighted in the session. They emphasized on the different prospects of this project especially the most knowledgeable one was it being designed for all income groups. The speaker also informed participants about the **“Demo Trading Account”** available on its (PMEX) website and how to get most out of it.

Students participated actively in the question and answer session thus making it not only a successful event but also a learning platform for the students of Greenwich University. ■

**Zaeem Bari** (Faculty)  
Dept. of Business Administration



# Community Services by Greenwich

## Peela School Renovation Project

Education is said to be the backbone for the progress and development of any country and its nation. Government is responsible for providing education to children and primary education sector must be the government's top priority.

The majority of government schools of country lack basic facilities, including clean drinking water, closed toilets, play ground, proper furniture, etc. The condition and the quality of government schools in our city are going from bad to worse.



Greenwichians cleaning the school with enthusiasm

An example of this is the Government Girls Primary School Cantt, situated near Sylani Welfare Trust. It is an eye opening fact that despite of being situated near Clifton Teen Talwar, which is the posh area of city this school has no proper furniture, no drinking water, available furniture was broken, class rooms were without proper lights; school building and rooms were without whitewash since many years. The toilets were without doors and due blocked drainage system were not in useable condition.



School after renovation

Feeling our social responsibility towards society Ms. Tahira Tariq faculty member department of Media Sciences and Course Instructor of Theories of Communication I GMED 253 assigned students as a final project of their studies to renovate a government school.

The aim of the project was to create a better study environment for the children from underprivileged schools by renovating and repairing the school building. A healthy environment encourages the flow of education and every human being has the right to study in proper functioning surroundings, to understand and gain knowledge to the best of his abilities



Greenwich student painting the school's desk

For this project students were divided into four groups. First group of students was selected and assigned task of surveying different primary government schools. A list of government schools lacking basic facilities was submitted by the team for final selection of any one government school to be renovated. Finally Government Girls Primary School Cantt was selected and the name of the renovation project was approved as Greenwich University's Peela School Renovation Project.

The second group was given task of getting official permission for the renovation of said school from school administration. Getting quotation and supervision of renovation work was also assigned to this group. The estimated work was fixing of doors of toilets with sanitary fittings, repair of existing furniture and coloring, electric wiring and installation of energy saver bulbs, white washing of the whole building including class rooms,



Greenwich students distributing bags, books and stationary to the Peela School students

laying of new drainage line from toilets to main drainage line and installation of water cooler. Total cost of the renovation project was more than PKR 400,000/- and estimated time was four months.



Jubilant students of Peela school

The third group was given task of collection of funds for the renovation by using their own contacts, by informing others using social media, advertising campaign within Greenwich University and from different sponsors.

The responsibility of fourth group was to make a documentary film of the whole project in such a way that the condition of the school before and after renovation can be distinguish easily, as a proof of our efforts and for the motivation of others.

The passion and determination to do something has boosted the energy, confidence and moral of the Greenwich students and they contributed generously for the renovation project. No project can be completed solely on the enthusiasm of its supporters or workers. It needs a clear cut financial assistance and in the beginning it seems impossible as the personal contribution of students was less than the 50% of the total project cost and the rest more than 50% was to be contributed. At this moment Ms. Seema Mughal and Mr. Saeed Mughal came forward and provided funds, building materials, labour, technical assistance and even deputed Mr. Tariq Iqbal as full time coordinator for the project. Feeling their corporate social



Group photo of the students with the course instructor



Greenwich officials distributing gifts

responsibility Greenwich University contributed their time and resources effectively by lending a helping hand for the society and without their help this renovation project could not have been completed.

We are also thankful to Asian Paints for providing paints, Million Supreme Wires & Cables for providing cables and our alumni Mr. Asad Humayun for providing Electric Water Cooler for this project



Greenwich officials during discussion with the Peela school official

The paper work on the project was started in October 2013 and after getting approval from concerned authorities working at site was started in January 2014. The project was completed in April 2014 and Renovation Ceremony was celebrated on 15th May 2014. In this ceremony surprise gifts of stationery, school bags and water bottles were distributed to all the students of newly renovated school by Mr. Zafar Iqbal Safee HOD Economics & Finance and Mr. Muhammad Muneer Khan Manager Coordination, Greenwich University Karachi. This ceremony was witnessed by our students, faculty members and prominent media.

The happiness on their faces, their innocent smile and the light of joy in the eyes of the students of Peela School cannot be described in words and will last in our memories for ever. ■

**Tahira Tariq (faculty)**

*Dept. of Mass Communication & Media Studies*

# Greenwich University Model United Nations (GUMUN)



Zain delivering speech at GUMUN



Prof. Dr A.Q. Mughal highlighting the importance of MUN



Prof. Dr Arshad Karim sharing his point of view and some facts on MUN

Greenwich University very proudly organized an event GUMUN, first of its kind from 14th April – 16th April 2014 at Kamal Khan Auditorium, Greenwich University. An overwhelming number of students participated in this event to acquire knowledge. It was a very formal session and the delegates had to be dressed formally for it. The session began with an inauguration ceremony held on 13th April 2014. The guest speaker Prof. Dr. A.Q. Mughal highlighted the importance of Model United Nation and shared a beautiful poem written by his daughter when she was nine years old, which truly depicted the harsh realities of our world. It was followed by an overwhelming and informative speech by Dr. Arshad Syed Karim, Dean, Graduate Studies and Social Science and Humanities. It was followed by assigning countries to the students. All the delegates belonged to the DISEC committee.

The session was held for three consecutive days and it was a nine to five session. The main purpose of GUMUN was to give students an exposure of real world and a detailed insight on how things work on an international platform. Students acted like the delegates of different countries representing their assigned countries' views and concerns and about the problems being faced globally.

In the three days session draft resolutions were passed on **“making the Middle East nuclear-weapon-free zone”**. Voting was done to pass or to reject the resolution and



Participants of GUMUN

each and every delegate was given the right to vote. The delegates were given a chance to put their names in the speaker's list and talk about their concerns on the topics being discussed.

Our guest trainer Shabbar Virani and other accompanying guests did a remarkable job in making this session very knowledgeable and informative. The delegates also participated to their full extent in making this session a success.

Each delegate had to write a working paper on two given topics (A) Establishment of a nuclear-weapon-free zone in the region of Middle East. (B) The situation in the Nile Basin region: Conflict over the water supplies of the Nile River, which was submitted on the first working day of GUMUN by all the delegates. Our trainers taught us how to pen it down in a format given and explained it in full depth.

In the first session of GUMUN, voting was done by raising the play cards to represent countries in the voting process and the topic (A) Establishment of a nuclear-weapon-free zone in the region of Middle East was selected by most of the delegates. After the selection of the topic, the honorable chair started the session by giving the delegates a chance to speak and shed light on it. Each and every delegate was given the same time to speak and raise their concerns on the topic. Causes and motions were passed on the floor of the session. It was a highly interactive and learning session. At the end of the first day session, an entertainment session was also held in which the delegates had to write anything entertaining on a piece of paper and pass it to the honorable chair which was read loudly so all could enjoy it. It was a fun activity and everybody enjoyed it to the utmost.

On the next day of the session the delegates had to submit the Position Paper which basically tells your countries stance on the topic being discussed. Again a speaker's list



M. Usman Ali, Tayyab Ghani and Emad Mujeeb  
Shaikh members of Students Development Council

was formed for the delegates to speak upon the motions being passed in the session. The speeches by the delegates of Iran, Russia, Israel, USA and Pakistan were highly applauded by the other delegates participating in the session.

The session was held with a lot of enthusiasm and excitement all three days. Infact the third and ending day of the session resumed with a lot of zeal and energy by the participants and the guest speakers who were also totally involved with the delegates on the issues being raised in the session and being discussed in full detail. The delegates raised points in favor or objection to the motions being passed in the session. All the countries delegates were totally engrossed in the discussions and were finding means to resolve the issues at hand.

At the end of the session the delegates were awarded certificates and some of them were awarded shields for their active and vibrant speeches during the entire GUMUN session. The delegates of Pakistan, Lebanon and Djibouti were honored with these shields.

Last but not the least the organizers, photographers and coordinators, were also awarded shields and certificates for their remarkable contribution in making this session happen. The session closed with Hi Tea being served at the Greenwich University's Cafeteria. ■

**Naureen Safdar**  
BS45 4041



A group photo of the participants of GUMUN



## Appreciation Dinner

The Vice Chancellor Ms. Seema Mughal and Director Administration and Personnel Mr. Saeed Mughal hosted a splendid feast for the management and the members of Student Development Centre to recognize their efforts in conducting the 1st GUMUN 2014. The dinner was arranged at Asuka, Creek Club on Sunday April 27, 2014.

The guests were very punctual and arrived on time. The sumptuous feast started with soup followed by a variety of Japanese dishes. The meal ended with a mouthwatering dessert. Students were highly delighted and extended their warm thanks and regards to the Vice Chancellor for her kind gesture.

Dinner was followed by a photo session. The students departed merrily with an aura of satisfaction and confidence aiming to put in more effort by conducting such fruitful activities. ■

**Rizwana Amin**



Guests enjoying feast at Asuka, Creek Club



## Greenwich Family Picnic

# True picnic paradise comes only when the atmosphere is just right!

The Greenwich family enjoyed a ravishing Staff Picnic at Dream World Resort on 6th March 2014 hosted by the respectable Vice Chancellor Ms. Seema Mughal and the registrar Mr. Saeed Mughal. The entire family was thrilled with the very idea of Ghazal Night but a few events like swimming, spending the night in Cabanas actually doubled up all the enthusiasm

The journey started at 1:00 pm from the campus for the resorts in the coaster and reached the Resort by 2: 30 pm. Beating even the children's enthusiasm and keeping their spirits alive all the male members ducked into the swimming pool as soon as the hampers were kept in their places.

All female faculty members enjoyed a ride on the Bull cart

and horses thus not only enjoying but also watching the entire Resort. Hi tea was arranged at Aroma Restaurant at 6: 00 pm.

Male staff members absorbed themselves in a cricket match thus leaving the female staff to explore the Resort. Dinner was arranged at 10: pm at Galaxy Restaurant Hill top. After dinner, started the magical musical night at Dhaba Restaurant. Some renowned singers were arranged to entertain the staff through their melodious voices. Songs from different national languages were sung which was a true representative of the diverse culture of the institution. It truly proved to be a magical night as everyone sitting there enjoyed it to its best. The musical; night ended at 5 am leaving the members exhausted but over-



Glimpses of the Greenwich Family Picnic



joyed. The next morning started with a walk and boating followed by the Brunch at 10:00 am at Hill Top Galaxy Restaurant.

Thus the adventure ended by reaching the University

Campus at 1:00 pm for Friday prayers. Thus we can conclude that not only was an exhilarating event but also one of its kinds. The family members are thankful to the Vice Chancellor and the Registrar for the moments well spent. ■



## Grow old with me! The best is yet to be!! Wedding bells heard at Greenwich University

Sine we all know that marriage is one of the most important social institutions of human society, **‘institution binds two opposite people with a tie of husband and wife and allows them to perform certain rights and duties’.**

It has been said that marriages are decided in heavens with love, sincerity and kind heartedness and are made successful on earth. Greenwich University, considering it's each member as a part of their family, felt the need to be a part of the two peons Naimatullah Khan and Ali

Nawaz's great occasion of their life i.e their marriage.

The event was organized at our Executive Development Centre . The moment was cheered up by the Greenwich family. The event got far better when especially our Vice Chancellor, Ms Seema Mughal and our Director Administration and Personnel Mr Saeed Mughal offered gifts with prestige, pride and respect to Naimatullah and Ali Nawaz. Indeed a moment for them to cherish throughout their life. ■

**Adeela Siddiq (Faculty)**  
*Dept. of Business Administration*



### **Birthdays are fresh beginnings, a time to start new endeavors with new goals**

We must always be thankful to Almighty Allah for the blessings he has bestowed on us. If we are to appreciate the fruits of life, we must first appreciate the tree that bears the fruit: birth itself.

Birthday is significant factor in one's life as it reminds an individual the value of his existence in this world. Hence birthday becomes a meaningful event not only on cognitive value system but also it attaches emotional feelings being together with the loved ones and the near ones. Interestingly though a new birthday practically indicates one year shortage of life however it makes an individual forget about his departure from the world more mental, emotional and spiritual attachments with the people he/she is living along with. Hence birthday

celebrations are a deep attachment expressing love and affection with that particular individual who was born on a particular day which is being celebrated in his honor.

The most distinguished, honorable and affectionate Vice Chancellor of Greenwich University Ms. Seema Mughal extends her happiest pleasure experiencing her will, eternal feelings and unlimited motherhood by collecting the Greenwich family in other words her family to celebrate the monthly event of birthday evening of the members born in that specific month. The Vice Chancellor Ms. Seema Mughal and Director Administration and Personnel, Mr Saeed Kamal Mughal's presence appear as most loveable parents both supporting the cause of unity and equality for Greenwich under one umbrella with a huge shining tray filled with love showing through the very tasteful , decorated cake and other splendid refreshments. ■

## **Greenwich University's Participation in 2nd Bahria College Career Fair 2014**

Greenwich University participated in the Bahria College Fair 2014, which was held at the Bahria College on Monday, February 10, 2014. The counselor's teams comprising of Ms Tahira Ahmed Khan, Assistant Professor, Department of Humanities, Ms Rizwana Amin, Chairperson, Department of Humanities, Ms Adeela Siddiqui, Assistant Professor, Department of Economics and Finance, and Mr Ahmed Kamran, Incharge Student Affairs provided career counseling to the young O and A Levels students.

Here we would like to highlight that, the first fair at Bahria College was organized by Mr Moez Allidina, who is a proud Alumnus of Greenwich University, and now a days working in a Canadian Bank. ■

# 'Naat and Qirat' Competition



From (L to R) Hafiz Asad Altaf, Absaar Hussain, Abdullah Imtiaz Ali and Hasnain reciting Naat and Qirat

Greenwich University has always played an important role in highlighting the talent of Greenwichians. Greenwich has always organized student oriented events, festivals to boost up the morale of the students. No doubt Greenwichians are the best among all the universities grads when it comes to talent. As the New Year 2014 started, a new activity named “**Student’s Week**” was planned for all the students at Greenwich by the Vice Chancellor, Seema Mughal and the GU’s management. Student Week lasted from January 6, 2014 to January 11, 2014. This week was full of different activities and competitions for students. All the students at Greenwich showed their full interest in participation.

The Student’s Week started from a ‘**Naat and Qirat Competition**’ held on January 6, 2014 (Monday) followed by other competitions. Naat and Qirat Competition was hosted by Mr. Ahmed Kamran. This competition was judged by two renowned Qari and Naat khawan, Mr. Syed Muhammad Ehsan-UI-Haq Qadri and Mrs. Fahmida Saeed. Both of them judged the competition by taking fair decisions.

The students of undergraduate and graduate degree programs participated in this competition with great enthusiasm. Among the students who participated from undergraduate degree programs for reciting Qirat were, Hassan Ellahi, Hafiz Asad Altaf, Abdullah, Imtiaz Ali, M.

Furqan Thepdawala while naat was recited by Aqsa Jabbar, Hafsa Qadeer, Usman Hafeez, Muhammad Hasnain Hirani, Kanza Fazli, Maryam Zara, Sidra Syed, Areesha Irfan, Maliha Yamin Khan, Ayesha Gull, Naveed Ullah Qasim, Amber Yamin Khan, Muhammad Owais, Laraib Khan while from the graduate degree program, Maria Sami and Muhammad Umer Khan participated.

The competition was held in a peaceful manner as after the recitation of Naat, host Mr. Ahmed Kamran shared some beautiful sayings of the Holy Quran and Sunnah. It was a tough competition as all the participants were very talented. It was a bit hard for the judges to choose the winners as all the participants equally deserved. Still the judges did a good job in declaring the winners. The results showed in Qirat competition, Hafiz Asad Altaf stood at the First position while Abdullah at Second and M. Furqan Thepdawala was at the Third position. Whereas in Naat, Imtiaz Ali secured the First position, Laraib Khan grabbed second while Kanza Fazli was the third winner.

All these winners received appreciation from the judges and audience. They were awarded trophies on winning the competition by our two renowned judges. The competition was ended when Qari and Naat Khawan Mr. Syed Muhammad Ehsan-UI-Haq Qadri recited Naat. He even shared his experience of judging the competition at Greenwich. He was very thankful to the University’s



From (L to R) Areesha Irfan, Maria Sami, Aqsa Jabbar, Firqan Thepdawala, Omer Khan, Lariab, Owais reciting Naat and Qirat





From (L to R) Kanza, Amber, Maliha, Marium, reciting Naat and Qirat

management for inviting him as a judge for the competition. He also added that all the students were very talented and for him every single student who participated in the competition is a winner. He encouraged this competition by saying that such competition should be held once in a year in every university. The other judge Mrs. Fahmida Saeed also thanked the management of Greenwich University. In her opinion all the girls who participated had a very good voice to recite naat. She even said that

the participants who could not win should continue practicing which could make their voices even better in future. Both of the judges were awarded shields by Greenwich University. With the efforts of Host, Mr. Ahmed Kamran the competition ended at a good note. ■

**Maria Sami**  
MS41 3599



Participants of the competition with the Judges Syed Muhammad Ehsan ul Haq Qadri and Mrs Fahmida Saeed

## SPRING at Greenwich

### Photography Competition



Prof. Dr A.Q.Mughal presenting certificates and cash award to the winners

A Photography Competition on “**Spring at Greenwich**” was organized for the students to explore and capture the awe-inspiring and mesmerizing arrival of Spring at Greenwich University.

An enthusiastic participation was observed for this competition. A large number of entries and responses were received. After a rigorous evaluation of the photos submitted by the students, the committee came to a unanimous decision for the 1st, 2nd and 3rd positions.

Following students secured these positions

- |                                |              |
|--------------------------------|--------------|
| 1. <b>Mr Sajjad Ali Mughal</b> | 1st Position |
| 2. <b>Ms Amal Khan</b>         | 2nd Position |
| 3. <b>Mr Mir Hasnain Alvi</b>  | 3rd Position |

The management of Greenwich University extends its deepest gratitude and appreciation for all the participants.

# It is the credibility of the paper which matters and not the picture.

## Media Seminar at Greenwich



Mrs Lubna Jerar Naqvi from Jung, Mr Khalid Rehman and Mr Sohaib Alvi from Tribune and Ms Khursheed Hyder and Mr Ali Hassan Naqvi from Dawn sharing their views

On March 22, 2014 the students of Mass Communication and Media Studies, Greenwich University, held a seminar on 'The Evolution of Media and Changes in Dawn Newspaper', under the guidance of their facilitator, Mrs Saima Ghazzanfar.. The seminar was hosted by Sehar Nadeem and Saad Saeed. There were a variety of speakers and senior journalists present at the Seminar. The speakers included Mrs Lubna Jerar Naqvi from Jung, Mr Khalid Rehman and Mr Sohaib Alvi from Tribune and Ms Khursheed Hyder and Mr Ali Hassan Naqvi from Dawn.

They discussed the history of Dawn and its importance back then as well as today. The seminar also covered the reasons for Dawn's standing as a 'serious' and reliable newspaper. Ma'am Khursheed Hyder who was also the power behind Dawn's 'Images', shared the deep history of Dawn and its changes with the students. She shared her experience with the students and imparted firsthand knowledge that she has accumulated through relentless hard work. Mr. Ali Hassan enlightened the students with the markets and sales department of a newspaper, giving them a new insight. He also clearly explained the '**need**' for change in Dawn. He gave '**less-visited**' approach and broadened the horizon of information. He spoke

with such magnetism and enthusiasm that the crowd was mesmerized.

Avid Dawn readers were also invited to share their opinion on the changes in Dawn newspaper. Mr Javaid Hassan an avid Dawn reader and a well-known media personality came to share his view and delivered a heartfelt, interesting and humorous speech. Mr. Hassan captivated the audience with his delightful way of speaking and made many people, including me wish we had such an over powering oratory skills.

Through the seminar, the students were informed about the history of Dawn Newspaper. It was founded by Quaid-i-Azam Mohammad Ali Jinnah in Delhi, India on October 26, 1941 as a mouthpiece for the Muslim League and the first issue was printed at Latifi Press on October 12, 1942. The newspaper has offices in Karachi (Sindh), Lahore (Punjab), and the federal capital Islamabad, as well as representatives abroad. As of 2004, it has a weekday circulation of over 138,000. The CEO of Dawn group is Hameed Haroon, and the current editor of Dawn is Zaffar Abbas. Dawn is Pakistan's oldest and most widely read English-language newspaper. One of the country's two largest English-language dailies, it is the flagship of the



Mr Zafar Iqbal Saifi, Mr. Abdul Ghaffor Javed and Mr Abid Ali Syed presenting shield to the Guest Speakers



Guest speakers with their shields

Dawn Group of Newspapers, published by Pakistan Herald Publications, which also owns the Herald, the evening paper The Star and Spider, an information technology magazine.

The seminar revolved around many changes in Dawn some of which include the logo, column and pictorial space. Dawn's logo has changed a little; now instead of lines all across, it has lines on the side. Changes have also been made to the column, '50 years ago'. It has now been

upgraded to '70 and 50 years ago'. There are lots of pictures on every page. Many students said that the change is not positive as this makes it more like a magazine than a daily newspaper. Their query was quenched with the assurance that it is the credibility of the paper which matters, not the pictures. The new design is eye-pleasing, legible with soft and neutral colors. The sharpness of typography is breathtaking. There was also a survey conducted by the students in which they collected the opinion of various people belonging to different backgrounds, age groups and social circles. Most people agreed that the new Dawn presents a mix of professional content. The excerpts are distributed uniformly with color borders, which give the page a clear and easy to read format.

The ceremony ended with the senior journalist Mr. Abid Ali Syed distributing shields to the speakers. All in all this was a very interesting and informative event that the students thoroughly enjoyed. ■

**Saima Ghazanfar** (Faculty)

*Dept. of Mass Communication & Media Studies*



Students spell bound during the session



A group photo with the Guest speakers

## Office of Research, Innovation & Commercialization (ORIC) Research Culture Promoted and Strengthened at Greenwich University

Office of Research, Innovation & Commercialization (ORIC) provides end to end services for all matters pertaining to research & development, innovation, Inventions, commercialization, patents, collaborations, arranging seminars/ colloquia/ symposium/ conferences/ workshops, etc and/or research publication honorarium. By and large Office of Research, Innovation and Commercialization (ORIC) is the focal point for all research related activities of the University. ORIC

facilitates the University researchers (faculty members and scholars) to promote their research work both nationally and internationally. To this effect, this office has facilitated number of researchers to present their research papers in international conferences, hold seminars/ conferences/ workshops etc. as well as with the submission and approval of different research and development projects both nationally and internationally.

Higher Education Commission has started working to organize the research activities of universities/ HEIs by ensuring availability of well-established and fully functional ORIC (Office of Research, Innovation and Commercialization) in public/private sector Universities of the country. Therefore ORIC is established under the directives of HEC in HEIs (Higher Education Institutions) including Greenwich University.

### Vision

To promote and strengthen research culture in Greenwich University and link the industry with university which would encourage and accelerate the process of creation and diffusion of knowledge that would serve the objective of establishment of HEI.

### Aims of ORIC

1. To promote high quality of research which classifies Greenwich University as among the best research oriented HEIs.
2. To provide strategic and operational support to the Greenwich University's research activities/ program, and to have a central role in facilitating the Greenwich University's research outcomes.
3. To strengthen university-industry linkage through ORIC.
4. Providing support to the students and faculty in their research.
5. To apply the research practically in order to improve the economy of the country.
6. To develop partnership with universities to form joint research ventures.
7. To work out for the publication of the research work carried out in the university.
8. To promote entrepreneurship, technology transfer and commercialization activities that energizes and supports the local and national economy.
9. Improve the hiring and retention of top faculty.

### Functions of ORIC

1. To work under the directions of HEC.
2. Conduct two meetings a year with HEC.
3. Identifying and informing the faculty about the

research grants opportunities for them to apply and then assist them in acquiring funds from international and national funding agencies.

4. To keep track of all the researches carried out in the university by faculty and staff and then commercialize the relevant research to reap maximum benefit for the industry and therefore translating the research into the public benefit.
5. To deal with plagiarism cases and to advance an anti-plagiarism culture via powerful software for detecting plagiarism i.e. turnitin.
6. Arranging seminars and workshops for the university's students and faculty.

### Members ORIC Greenwich University

Greenwich University established ORIC having the following fulltime Members:

1. Dr. Syed Arshad Imam
2. Mr. Zafar Iqbal Saifi
3. Mr. Mian Mohammad Afzal
4. Mr. Rub Nawaz
5. Mr. Sherbaz Khan

The University conducted their first official meeting under the head of ORIC on April 18, 2014. The Director ORIC shared the notification issued by the Higher Education Commission regarding the establishment of ORIC at Greenwich University. He admired the efforts by Prof. Dr. A. Q. Mughal regarding this success. Now under National Research Program for Universities (NRPU) Greenwich University is entitled to seek grants @15% as well as enlisted on the website of HEC along with the university in which ORIC is established by the HEC. In addition to all activities which we are running under GRDC such as Dissertations of under Graduate and Graduate Program, M.Phil/Ph.D program, Research Journals, Organization of Workshop/ Conferences ORIC shall have now to focus on industrial projects and seek research grants from Industry and HEC. Director ORIC announced that Dr. Syed Arshad Karim and Dr. Syed Arshad Imam are working on preparing the Projects for seeking HEC grants. However there is dire need of a person who seeks research topics from the industry so that we start doing relevant research and utilize our M.Phil/Ph.D force in producing something important for the country. ■

**Sherbaz Khan**  
*Research Coordinator*

## Shining Star of Greenwich University



### Sajjad Mughal's Photography Profile

**“Photography is not just about taking pictures, but the post process work flow is a crucial aspect of the entire process”.**

There are very few people who get to spend their lives doing what they love the most, by following their passion and above all making their livelihood out of it.

Alhamdulillah! I consider myself one of those lucky few. I always knew I was meant to do something great, but it took me a while to realize my calling. One day, as I sat down and thought deeply about what was I truly passionate about, I concluded that I had an immense love for gadgets, technology and computers. The next question was how to combine these into one, and the answer was; photography.

However, it wasn't always simple. There were a number of challenges that I had to face. The first and foremost challenge was to buy a camera. There is a huge variety of cameras available in the market, ranging from Rs. 50,000 per piece to a whopping Rs. 10, 00,000 depending on how much can you invest.

Once this was over, the next challenge was where to start. How to begin the process of learning? Who to reach out for guidance? After much work, I was able to gain access to several international photography courses which covered a variety of fundamental photography subjects from

posing to lighting, and to eventually mastering the camera. It may seem simple to a bystander or a layman, but it is important to highlight that photography is not just about taking pictures, but the post process work flow is a crucial aspect of the entire process.

As a photographer, it is important to choose a forte, to master one area of photography fully and completely. However, this is not advisable for newcomers. In the beginning, it is important to try your hand at everything and know what kind of photography you enjoy tremendously and are naturally good at before you decide to master it.

As a beginner who is planning to enter the industry, it is very important to be diligent while choosing a camera; i.e. whether to go for a cropped frame DSLR or full frame DSLR. In case of the former, all lenses and camera body will have to be replaced with the latter once the photographer reaches a certain stage in his skill.

Finally, as you begin your journey, you need to know where you want to be. The day I started doing photography, I decided that I passionately wanted to be recognized as the best photographer by the American Association of Photographers. ■

## Mahad Javed Greenwich's Pride

**“The greatest miracle of your success in life will not be that you finished, it will be that you had the courage to begin”.**

Mahad Javed started his career in 2001 at the age of 11 years. His coach Mr. Amir Khan guided and trained him for the professional squash circuit. This was the moment when Mahad aimed to become the National junior Champion. After 2 years he achieved his goal and won Baluchistan National Junior open and become the new Pakistan junior champion, Mahad is representing Pakistan in many countries in different junior and senior squash tournaments from last 10 years. In 2006 he represented Pakistan in British open squash championship, Sheffield. At that time his current national ranking was 3rd. After some gap he represented Pakistan in Hungarian Junior Squash Championship held in Szeged Hungary and secured 5th position. Once more to prove his mettle he represented Pakistan in Hongkong Open Squash

Championship and later Japan Open Squash Championship. He secured 5th and 1st position respectively. These days he is representing Pakistan in worldwide senior tournaments.



Following is Mahad's ranking throughout his career:

Junior Ranking:

**U-13.** (No .1)

**U-15.** (No .3)

**U-17.** (No .1)

**U-19.** (No .1)

Senior Rankings

Current Professional Squash Ranking: 346

Best Ranking: 301

Sponsored: Mahad Javed is sponsored by lucky lab international & prosupex industry international. Future Goal:

His target is to represent Pakistan and become world champion not only to bring laurels to his country and alma mater but also to make his parents proud of him.

We Greenwichins are proud of your accomplishments and pray to Almighty Allah that he guides and assists you in achieving your target. May you keep on progressing and blooming and be a source of pride to your parents and Greenwich Family. (Ameen) ■

## Dar-ul-Sakun – A Home of Peace and Love

Greenwichians as paramount to the teachings of confined classroom assignments, regularly venture out into the activities and challenges of the people of this city so in response to the needs and vastness of our metropolis and country at large. Thus, with the community beckoning us to the alarming helplessness to which Greenwich Volunteers with radiating spontaneity respond without hesitation.

Once again the sufferings of physically and intellectually lagging children at Dar-ul-Sukun were a mission that a volunteering group of young supporters from Greenwich University set out to meet, entertain and spend time with. It was Friday, January 24, 2014 when the city was under siege as usual but not withstanding the adversities this group of dedicated students from Greenwich set out in their own transport to avail the challenge and empathize with the less privileged.



Young supporters from Greenwich University observing the Home of Peace and Love

The initial response was restrictive but once the primary anxiety was overcome Greenwich students were taking photographs with them, pushing wheelchairs around, holding hands and walking about even carrying young ones in their arms. Ahmed Kamran one of our staff members was specially seen carrying a little child as he wanted to be in arms. Then there was a Greenwich group enjoying cricket on TV with children in their bed room. Some students even helped feed some of the physically powerless who were laid out on beds. Dr. Muhammad Iqbal was keenly inquiring about the cerebral analysis that is cared for at the institution. Then there was a student who in-



Faculty, Staff and Students on a round at Dar-ul-Sakoon

quired if one of his family members could come in to take lessons on how to care for the challenged since he had such a member in his own family. All questions were met with affirmative appreciation and guidance.



Greenwich volunteers sitting with the bodily and intellectually challenged children

Besides the inspiration that we drew from the children there was a humble contribution from students and the management of Greenwich University in the form of pampers and diapers that was given as goodwill. The satisfaction nonetheless was a realization that we have so much that many don't. So much to be thankful for! We look forward to inviting and more such interactions.

Dar-ul-Sukun began as a home for the bodily and intellectually challenged children. It was founded on February 17, 1969 by a Dutch nun, Sr. Gertrude Lemmens who came to Pakistan as a visitor in her full youth. Since Sr. Gertrude's demise on October 27, 2000 after a short illness, Sr. Ruth Lewis has assumed the frontal role for carrying on the mission of Dar ul Sukun. The manager of the institution is the motivated young lad Tariq Samuel who explained and showed us the state of the art medical and emotional facility that exists.

Dar-ul-Sukun has been a welcoming place for donors from majority of religions, races, and ethnicity living in Pakistan and a small number of individuals and institutions aboard especially Lemmens Foundation based in the Netherlands. ■

**Tahira A Khan** (Assistant Professor)  
Dept. of Humanities



Greenwichians at Daar ul Sakoon

# Social Media and Relationships

## Debate Competition



On April 11, 2014 the class of **Project Management (GMAG 596)** organized a debate competition in compliance with course requirements. The group that organized the event was assigned a task to conduct a debate competition by course instructor, Mr. Kashif Ali Hashmi. The requirements of the task were to carry out a debate competition in compliance with the requirements of carrying out a project. The requirements included objective, lifespan, cost & resource requirements of a project.

Major contributions and support was provided by the Greenwich University and the course instructor. The university provided the students with the setting (Greenwich University (Board Room)) as well as the certificates for participation and Greenwich University giveaway. The course instructor contributed majorly by providing clear guideline and support. He ensured that the students were provided by the University with all the necessary requirements to carry out the project.

The objective of the activity was to carry out a debate competition between two teams proponents (green team) and opponents (red team) debating on the issue of whether social media is healthy or unhealthy for the society and its members. The teams were to be judged by a guest speaker as well as the instructor of the course. The benefits of the debate competition for the audience were to become aware regarding the pros and cons of social media. The benefits for the debate participants included certificates for participation, prize money as well as a winning trophy. The benefits for those assigned with the duty of carrying out the event were to learn how projects are carried out in the real world and those assigned with the duty were to be scored for their performance. The scores were to be added to the overall portfolio marks of the students.

The lifespan assigned to the students to carry out the project was the entire spring semester, fourteen weeks. The students opted to carry out the project within the first eight weeks of the semester. First seven weeks of the semester were spent by the students in planning the entire event. The students were required to operate under limited amount of financial budget. The financial budget was used to obtain various resources including the wardrobe, prize money, trophy, promotion and refreshments.

The project was conducted on 11th April, 2014 in the shape of a debate competition. The team opposing social media on the basis of its impact on education, communication and relationship stood out to be the winner in the competition. The winning team was awarded with a winning trophy and prize money. All the participants were awarded with participation certificates and the guest speaker was awarded with "Greenwich Shield". ■

**Anas Anwar**  
MS45 4017



Course Instructor Mr Kashif Ali Hashmi presenting a bouquet to the Guest Speaker



# Let's Join Hands to Eradicate Violence against Women from the Society

## Inter-University Theater Competition. "Stop Violence against Women"

Violence against women is a blistering topic which is widely discussed in events, seminars and conferences. Human rights organizations and media are busy in narrating such stories and creating awareness but the problem remains.

Being associated with the Department of mass communication and Media Studies we wanted to convey a heart-warming and meaningful message that would leave an impact on the audiences' hearts, minds and souls. It is a well-known fact that the visual effects are more powerful and long lasting than reading and listening. As a final project of students of Theories of communication II, I planned to invite different universities at Greenwich University by organizing an Inter University Theater Competition and providing them a platform to display theatrical perform-



Students displaying their talent

ances based on Violence against Women. Students of media studies who are the future media personalities got a golden chance to come forward and display their talents. The theme was to discuss the issues related to violence against women and how to stop them. Invitation and posters to all leading universities were sent and in response several universities enthusiastically registered. Registration for the event was absolutely free. After approval of scripts, universities were shortlisted and finally DHA Suffa University, Federal Urdu University, Awaaz Institute of Media & Management Sciences, Bahria University Karachi Campus, University of Karachi, Iqra University and Greenwich University were selected. Pakistan Hindu Seva Welfare Trust was also invited for special performance based on our theme.

Depending on the theme of our theater competition professionals from performing arts were also invited for judgment. Our judges were Mr. Iqbal Latif, Ms. Jehan Ara, Ms. Rabbiya Razzak and Mr. Asif Seemab.

Mr. Iqbal Lateef is famous actor, director, producer and broadcaster. He was associated with PTV for more than 20 years. He organized and developed ARY Digital Network, Sun TV and Express News. Currently he is CEO at Creators Combine Karachi. He is also associated with Arts



An act being performed by the students

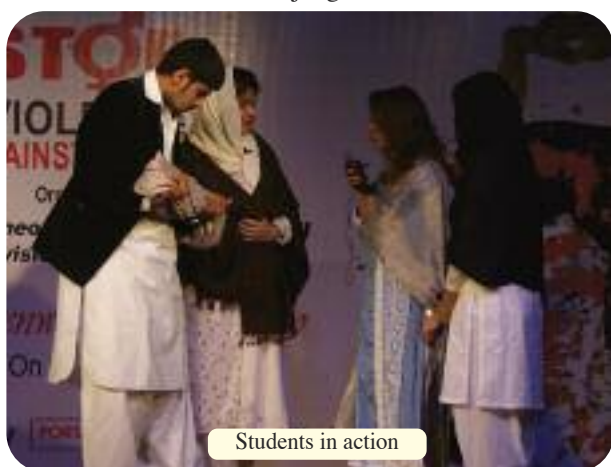
Council of Pakistan for the last 40 years and is the Chairman of Drama Committee and Audio Visual Committee. Ms. Jahan Ara is famous senior TV artist and is best known for her motherly roles. Ms. Rabbiya Razaq is a famous Pakistani novelist and script writer. She is very popular in females because of her unique writing style. Her novels are regularly published in monthly Khwateen Digest and Kiran Digest. Mr. Asif Seemab is an actor and director who has been a known face among lovers of TV dramas in Pakistan.

The competition was arranged in the backyard of Greenwich University on Saturday, 25th January 2014 with a seating capacity of more than 300 peoples. Professionally designed stage was set up with music, lights and sound system. The event was attended by students and faculty of Greenwich University along with Dr. Shair Sultan, Dean Faculty of Management Sciences and Mr. Abdul Ghafoor Javaid, Faculty of Mass Communication and Media Studies. Honorable guests were welcomed by Ms. Seema Mughal, the Vice Chancellor, and Greenwich University. The event was hosted by Fasih Baloch and Zahra Arif of Media Sciences Department. A large number of students from other universities were also present to support the cause and to witness the event.

The event started around 6:00 pm and started with the very first performance by DHA Suffa University with their act "Khamoshi". The other best performances were by, Federal Urdu University with "Aakhir Kab Tak" and "Aseer-e-Hawadis", Awaaz Institute of Media &

Management Sciences with “**Hawas**” and “**Akhri Raasta**”, Bahria University Karachi Campus with “**Bay Naam**”, University of Karachi with “**Hawa**”, Greenwich University with “**Meri Saqafat**” and “**Inteha**”, Pakistan Hindu Seva Welfare Trust with “**Abla Nari**” and “**Mazloom Aurat**”.

All universities did equally well but the best were selected by the judges. The first position was awarded to Karachi University, second was given to Awaaz Institute of Media & Management Sciences and third position was shared by Bahria University Karachi Campus and Pakistan Hindu Seva Welfare Trust. On behalf of Greenwich University Dr. Shair Sultan, Dean, Faculty of Management Sciences distributed cash prizes amongst the winners and presented souvenirs to the honorable judges.



Students in action

In the closing session of the event Mr. Iqbal Latif stressed the need for this type of events to promote young artists. All judges highly praised the effort put in by the students. The script along with its execution by all groups was worth praising. Mr. Iqbal Latif gave special cash prize from his own pocket for best actress of the event to Ms. Kaneez of Awaaz Institute of Media & Management Sciences on her play Akhri Raasta.

The event ended at 11:30Pm with a token of thanks to the respectable Vice Chancellor, Ms. Seema Mughal and the audience. ■

**Tahira Tariq (faculty)**

*Dept. of Mass Communication & Media Studies*



Ms Tahira Tariq, Mr Abdul Ghafoor Javed presenting shield to Ms Jehan Ara famous senior TV artist

## DEAN'S LIST

### Undergraduate — Winter 2013-2014

ROLL NO	NAME	GPA
BS41 3603	Mirza Bilal Asad Baig	4.00
BS42 3782	Nawal Alam	4.00
AS44 3896	Rameen Noor Larik	3.80
BS38 3244	Amna Zaman	3.80
BS44 3982	Faryal Yousuf	3.80
AS45 4073	Mahin Fatima	3.60
BS35 2963	Mawrah Ahmed	3.60
BS39 3382	Amal Batool Iqbal	3.60
BS40 3508	Kousar Gulzar	3.60
BS44 3925	Shumail Waqar	3.60
BS44 3930	Mashal Haseeb	3.60
BS44 3947	Mariam Waqar	3.60
BS44 3964	Maasha Arai Syed	3.60
BS36 3118	Rahool Talreja	3.40
BS37 3189	Mohsin Shafiq Saigal	3.40
BS38 3247	Ayesha Ashraf	3.40
BS38 3331	Hareem Humail	3.40
BS38 3332	Shaikh Sabrina	3.40
BS39 3380	Qirat Baber	3.40
BS39 3395	Amna Shoaib Khan	3.40
BS39 3397	Muhammad Yaseen Arif	3.40
BS39 3416	Waleed Anwar Chohan	3.40
BS39 3435	Rabia Nadeem Nizam	3.40
BS39 3487	Omer Fayyaz Paracha	3.40
BS40 3516	Muhammad Haris Javaid	3.40
BS40 3527	Syed Abdul Rafay	3.40
BS40 3544	Sheroze M. Sohail	3.40
BS41 3609	Shoaib Usman	3.40
BS41 3696	Sidra Syed	3.40
BS45 4037	Mahreen Latif Memon	3.40
BS45 5004	Muhammad Farid Uddin Alwajih	3.40

### Graduate — Winter 2013-2014

ROLL NO	NAME	GPA
MA41 3699	Zahra Sethi	4.00
MS41 3700	Muhammad Nadeem Khan	4.00
MS45 4017	Anas Anwer	4.00
MS42 3785	Maheen Fareed Hussain	3.75
MS43 3850	Maham Ali Khan	3.75
MS44 3946	Osman Hashim Baloch	3.75
MS45 4076	Sadaf Sattar	3.75
MS45 5033	Hira Arshad	3.75
ME38 3288	Aman Shabbir	3.60

We offer our heartiest felicitation to all the distinguished students who made it to the Dean's List.

**WELL DONE !**

# IN-HOUSE SPORTS GALA

## Spring Semester March 19 to April 26, 2014

In-House Sports Gala started from March 19 to April 26, Spring 2014 Semester at Greenwich premises. The Sports played were :-

### CRICKET MARCH 19, 2014

168 students participated (21 Teams)

1. Winner: Green XI (Bilal Tabani Team)
2. Runner Up: Mannos XI (Haider Ali Team)



### SNOOKER APRIL 7, 2014

40 students participated

1. Winner : Baran Haider BS 433812
2. Runner Up : Ateeb Ahmed Siddqui VS 455015



### FUTSAL APRIL 9, 2014

48 students participated (8 Teams)

1. Winner : Beeches (Abbas Lone Team)
2. Runner Up : Kaptaan FC (Mubeen Ejaz Team)



### DARTS Male & Female APRIL 12, 2014

40 students participated

#### BOYS

1. Winner : Imtiaz Ali BS 423770
2. Runner Up: Sohaib Khalid BS 383302



#### GIRLS

1. 1st Position : Abmer Yamin Khan BS 433809
2. 2nd Position : Kunzul Akhter BS 393390
3. 3rd Position : Anum Masood BS 443916



### VOLLEY BALL APRIL 14, 2014

55 students participated (11 Teams)

1. Winner : Babu Boys (Salman Marfani Team)
2. Runner Up : Beeches (Naveed Ullah Team)



**FOOSBALL APRIL 16, 2014**  
28 students Participated



1. Winner : Shahzaib Khan Lodi BS 423752
2. Runner Up : Waqas Usman BS 465060

**TABLE TENNIS 17 to 18, APRIL 2014**  
50 students participated  
**BOYS**

1. Winner : Usman Masood BS 454069
2. Runner Up : Zaid Sayeed BS 322739



**GIRLS**

1. 1st Position : Amber Yamin Khan BS 433809
2. 2nd Position : Maliha Khan BS 43 3826



**BASKETBALL**



**BASKETBALL APRIL 23, 2014**  
27 students participated (5 Teams)

1. Winner : Gulu XI (Sajjad Mughal Team)
2. Runner Up : Baba Jee Ka Thulu (Usman Hafeez Team)



**TUG OF WAR APRIL 26, 2014**  
49 students participated (7 Teams)

1. Winner : Sindhu 12(Ahtasham Team)
2. Runner Up : Baba Jee Ka Thulo (Ziaullah Team)



**THROWBALL 18, APRIL**  
8 students participated

1. 1st Position : Kunzul Akhter Team A
2. 2nd Position : Hafsa Team B

**Vijay Ratan, Sports Coordinator**  
**Ghulam Mohammad, Coach**



## HEC ZONE "G" CRICKET CHAMPIONSHIP 2014.

Greenwich University participated in the HEC ZONE G, Cricket Championship organized by Iqra University from January 20 to 23, 2014. Nine universities participated in this event.

The first match of Greenwich University was against TIP University. Batting 1st Greenwich University scored 228 runs for the loss of 8 wickets against TIP University. Excellent batting was seen when Ali Suriya scored 48, Shahzaib Sattar 46 and Sarim Bazka 40. Greenwich bowlers destroyed the TIP Batting line up in 170 runs. Haider Ali Mannoo did superb bowling and took 4 wickets for 46 runs, Captan Farid Kasi 16 for 3 wickets and Naveedullah 27 for 1 wicket. Greenwich University won this match by 58 runs.



Quarter final against Hamdard University

On January 21, Greenwich University played its 2nd match against Hamdard University

Greenwich University scored 120 runs. Syed Abdul Rafay scored 29, Fahad Aftab 18, Ali Suriya 18 and Captain Farid Kasi 16 runs. In reply Hamdard University chased the score easily at the loss of 2 wickets. Greenwich University's bowlers Farid Kasi and Sarim Bakza took 1 wicket each.

Hamdard University won the match by 8 wickets. The students who participated in this championship are:

Syed Abdul Rafay	BS 40 3527
Faris Kasi	BS36 3084
Areeb Owais Kalia	BS 38 3246
Naveedullah	BS39 3439
Shahzes S. Khan	BS36 3126
Ali Suriya	BS 41 3651

Sheikh Sarim Bakza	BS39 3471
M. Tayyab Baloch	BS45 4094
Haider Ali Manoo	BS40 3507
Ziaullah Khan	BS45 5028
Fahad Aftab	BS42 3730

## HEC ZONE "G" BADMINTON CHAMPIONSHIP 2014.

Greenwich University participated in HEC Zone "G" Championship Organized by NED University from February 18 to 19, 2014. Around seven universities participated in this event.



Greenwich University played the following matches:-

**Quarter Final:** Greenwich Vs Indus University (Greenwich won by 3-0 sets)

**Semi Final:** Greenwich Vs Iqra University Greenwich lost 3-1)

The following students participated in this event:-

1.	Mohsin Akram	CC44 3994
2.	M. Tayyab Baloch	BS45 4094
3.	Ali Suria	BS41 3651
4.	Naveedullah	BS39 3439

**Vijay Ratan**  
Sports Coordinator

### CORRIGENDUM

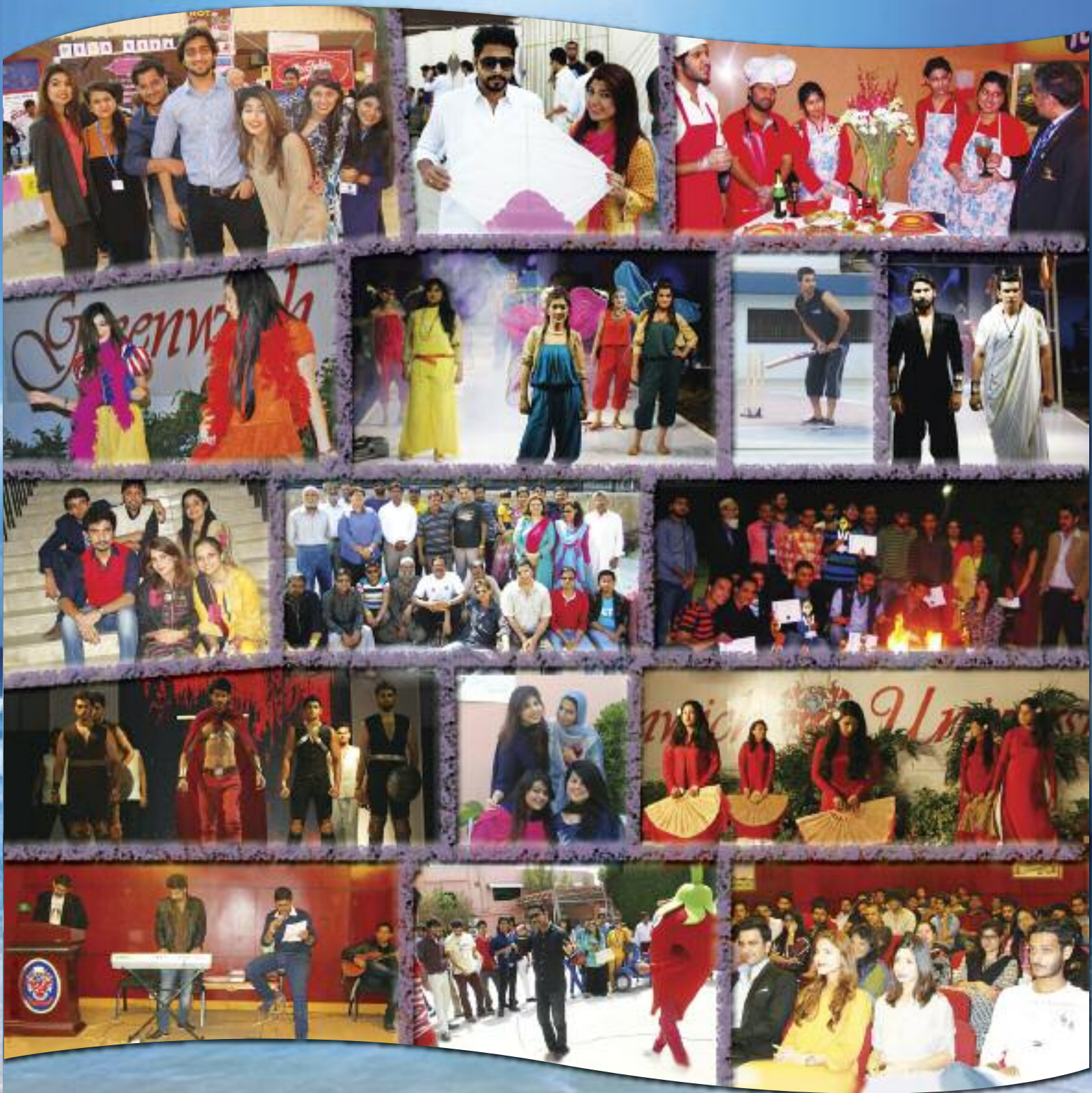
In our previous issue name of Meezan bank was misspelt in the Corporate Interview of Mr. Mohammad Raza, Head of Consumer Banking and Marketing Meezan Bank on pages 07 - 09. We sincerely apologise for this error.



# Beach Party

Organized by:  
Student Development Council (SDC)





University life is like blossoms  
on a tree while education is the trunk



INTERNATIONAL ACCREDITATIONS



# Greenwich University

Rated Top amongst HEC Recognised Universities

### Why Greenwich?

- First private sector educational institute in Karachi, serving since last 26 years
- The only university beautifully located on seashore with purpose-built campus having safe and serene environment
- Highly qualified, experienced and market-valued faculty including industry based professionals
- Gigabit Internet connectivity with Pakistan Education Research Network (PERN), Free WiFi Access all over the campus
- Spacious physical and on-line HEC digital library
- Linkages with International Universities
- Regular arrangements of national and International Socio-Cultural and Educational Tours
- Earned the "Community Service Award for 2012-13"
- Fully equipped state-of-the-art Gymnasium
- Well placed Alumni in the Pakistani corporate scenario

**"Committed to promote, enhance and maintain quality education by producing trained manpower and conducting problem oriented research to serve the national and global job-market"**

# CAREER ORIENTED STUDIES AT GREENWICH

**A.S**  
Associate of Science

Business Administration,  
Mass Communication and Media Studies

**BSBA**  
Bachelors of Science in Business Administration

Banking, Finance, Management, Marketing,  
Human Resource Management,  
Hotel Management, Information Technology,  
Supply Chain Management, NGO Management

**BS Honors**

English, Economics, Economics & Finance,  
Mass Communication and Media Studies  
(Advertising, Journalism, Production),  
Media Management & Advertising,  
Organizational Communication, Sociology,  
Social Work, International Relations,  
Political Science, Public Administration,  
Psychology

**B.Ed.**  
Bachelors of Education

Bachelor of Education – 1 Year  
Bachelor of Science in Education – 4 Years

**MBA**  
(Regular & Executive)

Banking, Finance, Human Resource Management,  
Marketing, Management, MIS, Services Management,  
Supply Chain Management

**MS**  
Master of Science

Economics, English (Linguistics), English (Literature),  
Finance & Risk Management, Media Management &  
Advertising, Mass Communication and Media Studies  
(Print & Broadcast Journalism, Electronic & Print Media),  
Organizational Communication, Sociology &  
Social Work

**MA/M.Ed.**  
Master of Arts / Master of Education

English (Linguistics), English (Literature),  
Political Science & International Relations,  
Commerce & Economics, Education,  
Public Administration & Public Policy

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