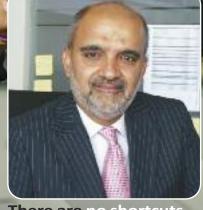
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LABORDERSER

A quarterly magazine of the University SPRING 2015



There are no shortcuts in life for success One should never give up striving

Mir Muhammad Ali Chief Executive Officer UBL Fund Managers



Set egos aside and explore your worth Umer Naeem Greenwich Alumnus Chief Executive Officer ECO Bags Volunteer Community Skill Sharing We fear none hear all Sharing the brunt stand tall



Karachi - Pakistan

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Dear Readers,

March is the time of year when many of us emerge from long winters to take a restorative breath of warm air and cherish the arrival of blossoming and blooming colorful flowers and green grass. Keeping in mind this spring time we put forward our vibrant and colorful edition of Gvision – Spring 2015. We hope you enjoy this issue's stories about seminars, conferences, magical realism, tips from our writers and the woes and wonders of the life at Greenwich University.

Our cover story fills my heart with pride and pleasure. Keeping the tradition alive, our students, faculty members and staff played their role of fulfilling the corporate social responsibility. They reached out to the marginalized, underprivileged and poverty stricken population of Sahiwal in district Badin of Sindh putting up free medical camp and providing food supplies and clothing.

The special features of the Greenwich University are seminars, conferences and guest speaker sessions. Our GVision is enriched this time also with such activities planned and executed at the campus thus endorsing the fact that our students have a complete exposure of practical life and realization of grave and complex issues of our society. In this edition we have tried to bring more color in our Sports news section. Your input in this context would be highly appreciated.

I would like to acknowledge and appreciate the untiring effort and support of my entire editorial board and my graphic designer Ms Shazia. 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 publication at 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 "We can complain because rose bushes have thorns, or rejoice because thorn bushes have roses." —Abraham Lincoln Regards

> Rizwana Amin Editor

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# Volunteering Community Skill Sharing

"You are what you do, not what

you say you'll do."

– C.G. Jung



"We make a living by what we get, but we make a life by what we give"



is what Winston Churchill instilled in a nation that stands for its people and communities around. This is what Greenwich University has infused in the youth who are the weft and warp of the local fabric in communities all around.

Time and time again students pick up gear and set direction towards the call to volunteer. This time again with the help of **NIghat Welfare Trust**, a medical component, with trained doctors, nurses paramedics and volunteers all set out for areas around Badin on Monday, March 2, 2015. **Abad Mehmood** a student of the university under whose mother's name the welfare trust works, had his siblings and himself with all are **Rotarctors** working overtime.

The **Dewan Group**, facilitated the team by allowing the use of their medical center where we camped and extended assistance to all the villagers who came in in droves from morning till evening. Their hospitality extended by providing a sumptuous meal to all the volunteers who travelled from Karachi.

Reaching out to marginalized, underprivileged, and poverty stricken population of Sahiwal in District Badin of Sindh with medicine and food supplies, clothing and a whole lot of enthusiasm was a group 40 members of Greenwich University students, faculty and staff members.

The student volunteer group was busy spreading awareness on polio eradication, helping the medical team to





Students and the doctor examining the patient



Students distributing free medicines









distribute drugs to the village dwellers from around the area that thronged the premises of the medical camp that we set up with the extended help of Nighat Welfare Trust, Rotaract Club of Greenwich Creek, Rotary International and Greenwich University.

This is what young educated volunteers addressed besides other community involvement. The polio plus project is a national government priority as well, and on a continuous basis. This is supported by Greenwich University and students go out to marginalized areas to support the program.

The volunteers played games with the children, shared tips on hygiene, gave out medicines, milk for babies, rations to families, and clothes to one and all who could



get to the distribution stands in time. There were definitely more extended hands than the benevolent ones.

Tahira A Khan Assistant Professor





# **PTCN prize and award for Greenwich University in Islamabad**



Wednesday, March 18, 2015. The Pakistan Chapter of the Tallories Network which is an off shoot of the Tallories International initiated by the Tuffts University USA, which promotes university youth to engage with the community in skills that they can share.

Such is the initiation that Greenwich University has taken and entered the competition of having a sustainability of at least four years of continuous skill sharing in any particular field.

We showed our resolve in spreading awareness among youth, school children, the population at large, underprivileged areas, and the marginalized population.





The media has projected this awareness on several occasions, nationally and internationally. This led to the prize and award to Ms. Tahira Khan in Islamabad.

Ms Tahira Khan, Assistant Professor Greenwich University recieved the award from Dr. Nisar Memon, Economist and the Rector with the Rector NUST University Engineer Muhammad Asghar, in Islamabad.■

www.greenwich.edu.pk

### Mir Muhammad Ali Chief Executive Officer UBL Fund Managers

## There are **no shortcuts** in life for success One should **never give up striving**

- Mir Muhammad Ali

**Mr. Mir Muhammad Ali**, CFA became the CEO of UBL Fund Managers in July 2005. He has extensive experience in investment banking and fund management during the last 20 years. Prior to joining UBL Fund Managers he was with Asian Development Bank. He represented ADB on the board of several companies. Before joining ADB, Mr. Ali worked as Head Investment Banking of United Bank Limited. He was instrumental in setting up of the Investment Banking Group (IBG) at UBL which obtained the best investment bank award for the year 2002-2003 from the CFA Association of Pakistan. Apart from doing a large number of debt and capital market transactions, his achievements included, setting up of UBL Fund Managers, which was the first Asset Management Company to be set up by any commercial bank in Pakistan, and execution of Pakistan's first listed asset backed securitization transaction. During his career, he has also worked for various institutions such as Pakistan Kuwait Investment Company, IBM World Trade Corporation and ANZ Grindlays Bank. Being CEO of UBL Fund Managers he has led the company to become one of the largest private sector asset management companies in Pakistan.

Mr. Ali is an MSc in Finance from University of Strathclyde in Glasgow, Scotland. He was awarded the prestigious Chevening Scholarship from the British Council for his MSc. He is an MBA from the Institute of Business Administration with a **Gold Medal** for an overall first position in 1988-89. He is also a CFA Charter Holder.

He is currently Vice President of CFA Pakistan. He also served as Vice Chairman of Mutual Funds Association of Pakistan during 2008-2009.

www.greenwich.edu.pk

#### Greenwich University (G U): What is mutual fund?

Mir Muhammad Ali (MMA): It is an investment vehicle made up of pool of funds collected from many investors for the purpose of investing in fixed market and stock exchange. There are risky and safe investments both; it depends on investors whatever they prefer. As a result, returns and losses are both passed on to investors .Throughout the process my custodian and trustee monitors it. There is check and balance built in as we have to publish the value of invested money. Automatically it builds an accountability mechanism. If a person is not happy with the return he can always exit it.

#### (G U): What is the role of fund manager?

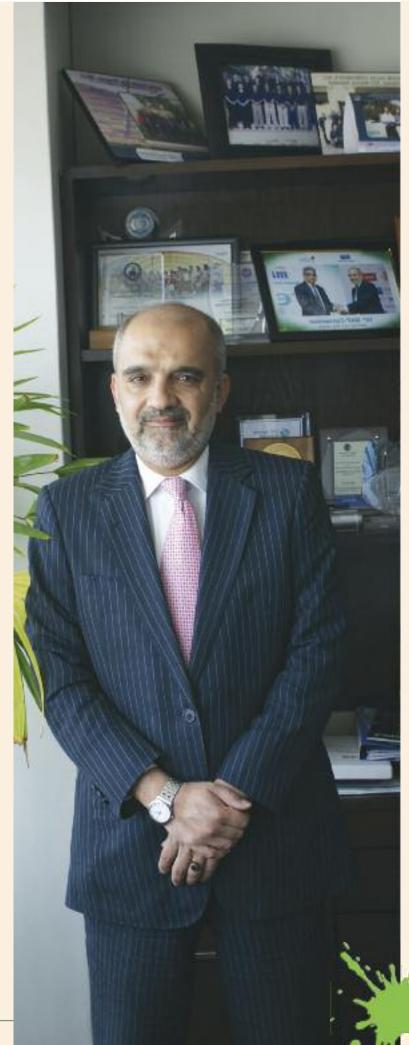
(MMA): Fund manager plays a key role. He is an expert who manages the collection of assets; CFA is specialized designation. Trustee has assets and fund manager knows how to invest. He knows the future potential of share and its growth and its opportunity etc. A lay man doesn't have this knowledge so I play the role of intimidator. I charge fee of my expertise. Like when you are sick you don't take any available medicine at home, you consult the doctor or preferably a specialist in that field. Similarly, we are the specialist of our field.

# (G U): What aspects of it are giving you the most trouble now?

(MMA): Of course, the awareness part. Our biggest challenge is to grow awareness of mutual funds. Making people understand that it is an ideal investment. People have already developed xenophobia against it and they find it so technically difficult. On that we are trying to break the technical jargon so people can understand us easily. We are trying to give the message that is understandable to a layman. Moreover, most of the people invest in gold and real estate which is a dead investment because it is not contributing to our country's economy. A layman trusts more on national saving scheme and real estate and bank deposit. This trend cannot be easily faded. It needs a lot of education plus awareness. There are more than 150 mutual funds in market. Gradually, knowledge is developing and we are hopeful about the future.

There are certain myths attached to real estate and people have misconception they can keep their money safe through bank deposit and national saving. But they don't know that inflation lessens its worth. Bank deposit's return is 7 percent and mutual funds offer 25 percent return. Just because stock market is considered risky so people don't invest in here.

Here comes the role of fund managers like us we take money from ordinary investor and channel it to the stock market. We know when to sell when to buy and invest.





(G U): How do you see the saving culture in Pakistan?

(MMA): We have to understand that saving is the key to future growth .Culture of saving should be inculcated in young people at an early age. 60percent of the population is youth and the future is bleak if they don't have the habit of saving. Unfortunately we spend Rs. 2000 everyday on tea /coffee or snacks but find it difficult when it comes to saving. India is the best example in this regard the whole country is built on saving culture we need to make people understand the benefit of this culture.

Let me give you my own example I started with a salary Rs 6000/-. I invested half of my first salary Rs. 3000/- in stock exchange and I still invest one portion of my salary every month. I don't invest left over money from salary instead I utilize a fixed amount from my salary every month. This has made me disciplined.

Warren Buffett has very wisely said that "Do not save what is left after spending, but spend what is left after saving". If you start one thousand monthly at the age of 21 or 22 ultimately by the time you reach 60 it will be millions because of compounding effect. Generating money is the greatest trouble in everyone's life, if you start investing from the young age you will be independent person very soon. There is nothing bad if you get one or two million of investments at the age of 40 or 42.You can further double it by starting your own business. Obviously nobody wants to work for ever. Rather than working for ever start your own business.

(G U): A lay man question why would I invest here and how much amount is required to invest at the lower scale?

(MMA): It is less than a price of burger, you can start with 500 rupees then grow that money while monitoring it on-

line and through SMS. The cost is very low we take 2percent of investment as fee. And it is the safest in terms of any risk of fraud involved. We are regulated by SEC which is government body. What differentiates UBL from others is the service level. Yes there are other numbers of differences. We are in the business for more than 12 years. We are backed by sponsors who have a lot of credibility. The services that we provide are not extended by any other company. Visit our website and you will feel the difference. Our Fund performance is remarkable. We have received a number of awards. Last year, we received an Annual Award from Management Association of Pakistan. This is the first time that this recognition is awarded to a fund management company. And most important we are the highest rated asset management company so far.



There are no shortcuts in life for success. One should never give up trying and striving. A child learns walking after falling several times. But he never gives up walking because of this fear of falling. One has to put more than 100 percent including honesty, integrity and loyalty.

I always ask my employees to take the ownership of their work and do whatever they love to do because passion is required in every field. The work executed through passion surely has success.

(G U): What are the risks involved in this type of investment? What are the strategies for the managing them?

**(MMA):** From investor's point of view value may go down but if you invest on regular basis then your chances are better. You need to see who the sponsor is and what the ratings are. Look at the people who are you dealing with how credible they are. From our side we have a risk management department which deals with the key risk facing the company. Funds are all owned by investors. In the very process of managing them we are doing risk management for investors also.

# (G U): What are the company's key milestones that still need to be achieved?

**(MMA):** We have around sixteen to seventeen thousand investors. We anticipate doubling the figure. We also want to build and launch new products.

# (G U): What is your data backup and disaster recovery plan? How quickly could you get back into business if your building shut down?

(MMA): Since we are managing funds we have to be careful. We have to have all those systems available for running our business continuously. We have two offices at different places with backup; we have disaster recovery plan in place which includes systems, human resource and backups of each person. We do regular drills as well to check these systems. And if something happens our basic functioning will start within 3 hours.

(G U): What is the role of funds industry in economic development?

(MMA): We invest money in the capital market. In the process we have direct role with the economy of country. We match the expectation of the investors .We take money from common investor and invest in the long term project. We have customized fund management plans for everyone either you are speculative investor or conservative, we cater the requirement of very young to an adult and even senior citizens. Our products are based on investor's needs.

### (G U): Initially what got you so interested into banking?

(MMA): I think my habit of risk taking. If you sustain that risk then nothing is more rewarding than it. Being very open but my 99 percent of investment is sitting in stock. I have made a number of losses too but we always learn from our losses. I know many people don't take risks as future is uncertain but I strongly believe that until and unless we won't take a risk and venture into something we won't be able to gain anything.

# (G U): What do you think with the current economic scene in Pakistan the investible resources of Pakistan of mutual fund are expected to grow rapidly or not?

(MMA): It will grow rapidly. Because awareness plus education is rising I can see good growth happening in this sector. Now we see young people investing in mutual funds and they are doing it on regular basis.So I am very hopeful about it. In Pakistan currently it is only 5 percent of our bank deposits but in America it is more than 100 percent. We hope to go to that level.

#### (G U): How's the fund industry regulated?

(MMA): It is regulated by security exchange commission of Pakistan.It's a government of Pakistan's entity. They do regular inspection every year. They see how systems are working; they do regular monitoring. They monitor our fund performances. And they also see fund managers report publishes every year.

#### (G U): What is your message for Greenwich students?

(MMA): There are no shortcuts in life for success. One should never give up trying and striving. A child learns walking after falling several times. But he never gives up walking because of this fear of falling. One has to put more than 100 percent including honesty, integrity and loyalty. I always ask my employees to take the ownership of their work and do whatever they love to do because passion is required in every field. The work executed through passion surely has success.

Interview by: Farah Bano Qureshi (BE47 5281) Madiha Dar (BE 47 5258)





"Building Bridges and Fostering Collaborations in Business Education" Identifying the critical steps to align education with business needs and providing recommendations for the emerging challenges in business education 2nd NBEAC CONFERENCE

The 2nd NBEAC Conference titled as the Deans and Directors Conference 2015 was Chaired by Dr. Hasan Sohaib Murad, Chairman NBEAC and Co-Chaired by Dr. Ishrat Hussain, Director, Institute of Business Administration, Karachi and Dr. Mukhtar Ahmed, Chairman, Higher Education Commission, Islamabad was held at the Marriott Hotel, Karachi, Pakistan on 10-11 Feb 2015. The theme of the conference was "Building Bridges and Fostering Collaborations in Business Education".

The Conference aimed to be a venue for sharing experience, based on the discussions and perspectives of heads of business schools and industry professionals. Prominent speakers from across the globe shared ideas worth emulating. Entrepreneurs, industry leaders and academic heads were invited to share their inspiring stories of fruitful collaborations. This strategic level conference provided a platform for heads of business schools and industry executives to share their experiences in establishing linkages and contributing to the development of business education, industry and economy.

The conference addressed the challenges faced by business education in establishing and promoting linkages with other universities, local and national businesses, family and public corporate at the national and international level. The conference highlighted how the dean, faculty, staff, and other business stakeholders can enable the achievement of the organization's mission and strategic goals.

Greenwich University participated actively in this conference as it was assigned to ensure security, registration, organizing and smooth rendering of the conference. It was the responsibility of Greenwich team to maintain a



Dr. Shair Sultan, Dean Management Sciences Mr Ahtesham Ali Raja Program Director NBEAC and Dr. Zafar Iqbal Jadon Dean GUCP Business School during the conference



list of all the guests who were attending the conference. Members of the Greenwich team were: Prof. Dr. Shair Sultan who was the organizer & overall strategy supervisor, Mr. Mian Muhammad Afzal, responsible for reception & distribution, Mr. Rub Nawaz for reporting & supervising the conference, Mr. Zafar Iqbal Saifi, advisory & provided strategic guidance while Mr. Syed Sheeraz Ahmed was controller desk & systems supervisor. Ms. Saeeda Fatima was ushers coordinator along with Ms. Maria Sami. Ms. Sheril Anthony was the Incharge of registration desk and social media, Mr.Tariq Iqbal was responsible for resource management & distribution, Mr. Fahimuddin was Incharge of registration photography & support while Mr. Arsalan Mubashir provided surveillance & advanced security. Mr.Muhammad Yousuf was responsible for networks & systems support, Mr.Abdul Wasay Khan was Incharge of face recognition & card printing, Mr.Muhammad Ejaz and Ali Nawaz were responsible for mobilization & mounting. Among the ushers of Greenwich University

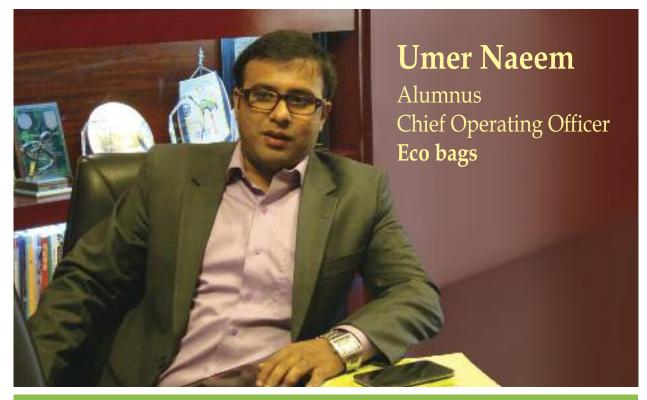
were our students, Arish Hussain, Nimra Arshad, Samir Ansari, Sehar Nadeem, Ujala Nadeem and Asim Sherani.

There were three registration desks of Greenwich University at the conference. Ushers were responsible to ensure that the guests were registered once they reached the venue. They also made sure the unregistered guests did not enter the conference room. All the guests were welcomed by the ushers. After the completion of registration process, the ushers provided the guests with the program schedule. They also directed the guests and answered their queries regarding the venue. Later on they distributed the giveaways by Greenwich University and NBEAC among the audience. The ushers were very attentive at the venue and worked under the direction provided to them by the Greenwich team.



Maria Sami Admission Officer





### Set your egos aside and explore your worth

### Umer Naeem

Greenwich University (GU): Please introduce yourself by telling us something about yourself and your educational background.

**Umer Naeem (U N):** First of all thank you for giving me this privilege and inviting me today. I am Umer Naeem and graduated from Greenwich University in Marketing. Marketing has always been my passion during my student's life as well and this has helped me in one or the other way to gain success in life. It is also one of the prime reasons that I am successful today.

I am an Entrepreneur and basically we are the manufacturer of reusable ecofriendly bags in Pakistan. I established my company in 2009 which flourished by the grace of Almighty Allah and now we own three mills. We import fabric from China and get the bags made here in Pakistan. This industry has provided jobs to hundreds of workers and has provided a platform of its kind first time ever in Pakistan to use bags which are ecofriendly. We offer a wide range of bags tailor made for the customers that is from shoe covers to car seat covers.

#### (GU): How would you describe the eco bag to a lay man?

Initially, it was not an easy task, in fact the biggest challenge I faced during my whole career and which prevails even today, is to convince my customers buying eco bags. Pakistan's culture is of plastic bags. We have been using it since ages and are a bit reluctant to change. It was a tough row to hue. Keeping my audience mind I had to change my strategy .I started quoting the price first that is real concern of my customer and then let them know the benefits of eco bags. Idea of carrying beautiful things is close to the heart of women. I make my bags as beautiful as possible. Hence, here I got success which wasn't easy though.

### (GU): What is the Vision and Mission of Eco bags?

The Mission and Vision of Eco bags is to minimize the use of plastic bags.

### (GU): How did you come up with this idea?

Five years ago I started to boycott the usage of plastic bags first individually, and then institutionally introduced a noble and unique cause to save the environment and make our country eco friendly by using recycled bags. Plastic bags are the biggest cause of environmental damages as they take thousands of years to decompose, hundreds of thousands of whales, dolphins, sea turtles and other marine mammals die every year ingesting these discarded plastic bags which they mistake for food.

Today, in every five minutes 80,000 new plastic bags are



being used in Pakistan, and are disposed of immediately after single usage without any real concern for the environment. Later on these bags are dumped into the ground and sea which harms human and marine life.

It is very sad that there is no conviction on heinous acts of throwing plastic bags in sea. Though considering it as a small drop in the ocean, I am still satisfied and sure that I have made a difference by spreading awareness to at least merchant class. In this context we have also made a video that has already been uploaded on you tube.

Moreover, I came to know while researching that every country has eco bags to represent them globally since Pakistan had no such bags so I decided to be the pioneer in making it and as a result ecobags.pk was made.

It would not be wrong to say that I am the front page of my country as I introduced this concept in Pakistan. Today, I have expanded my business to Canada, Dubai, Bangladesh and it would not be wrong to claim that now after striving and giving it my days and nights it has become a multinational company.

#### (GU): How do you involve and motivate your staff when an important company's strategic decision is needed to be made?

My rule is very simple I give them free hand. We have created a very friendly working environment. I appreciate their efforts at all times. I want them to feel a sense of ownership in their work. Moreover focus is on **"we"** mindset rather than **"I"**. I always tell my employees to take ownership for fixing the problem rather than contributing to it.

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

Honestly speaking, when I started my company, I had no personal life left. I had to work from the scratch. Since, I had launched a very new concept in the market, I had to strive a lot to persuade people to adopt this change. I still remember those days when I used to go from shop to shop at Tariq Road convincing shop keepers to go for Eco Friendly Bags.

As you very well know that marketing and persuading people is the most important task of all and thus I faced a lot of problems. But hard work with patience bears fruit. And this is what happened in my case. I struggled with patience which has been a prime cause of my success.

There was not a single moment for myself or my personal life there were no fixed hours of working but now since I have got married in August 2014 I am trying to extract time for my family.



Story about the ecobags Pakistan "Ecobags Pakistan" is a story about an average guy, Mr. Umer Naeem, originates from Karachi, Pakistan. 5 years ago he started to boycott the usage of plastic bags first individually, and now institutionally introduced a noble and unique cause to save the environment and make our Country Eco friendly by using recycled bags. Plastic bags are the biggest cause of environmental damages as they take thousands of years to decompose, hundreds of thousands of whales, dolphins, sea turtles and other marine mammals die every year ingesting these discarded plastic bags which they mistake for food. Ecobags have decided to spread the awareness amongst people to stop them from using plastic bags. Today, in every five minutes 80,000 new plastic bags are being used in Pakistan, and been disposed off immediately after single usage without any real concern for the environment. These bags then later on are dumped into the ground and sea which harms human and marine life.

Ecobags is producing bags with the reusable material. These bags can be used at grocery stores, departmental stores, shopping malls etc, and these bags don't need to be disposed off but they can be used for a very long period of time.





# (GU): What skills are required in your position on a day to day basis?

Where potential skills are concerned yes skills are important. But most important is the ability to commit passionately to your work. Or simply make your passion your work.As stated correctly by Steve Job "Do what you like and like what you do"

I would suggest exploring your expertise first. In my case it was marketing. Marketing is not easy we have to place our noses on grindstones. Let me tell you that I started my career as a banker. My first job at Citi bank taught me patience because over there I had to listen to my customers plus bosses. I used to walk in scorching sun wearing three piece suits. I still remember having prickles on my body and it was not less than biting the bullet. With all technical skills one also has to learn how to bite the tongue. I think patience is the key to success.

### (GU): Please share your experience of studying at GU? How did GU help you in achieving your goals?

My thesis at Greenwich was the first step towards my goal. My research on environment at Greenwich changed my perspective of looking at things. I became totally convinced that I would do something for making

Greenwich groomed me, inculcated a ray of confidence and intellect in me. At times even I feel amazed at myself for gaining such success and I must say that all credit goes to my teachers at Greenwich. the environment healthy and it was the first time I felt responsibility as an individual toward my country. I believe if Greenwich had not provided me an opportunity to conduct research on environment initially I would not have made this industry.

Greenwich groomed me, inculcated a ray of confidence and intellect in me. At times even I feel amazed at myself for gaining such success and I must say that all credit goes to my teachers at Greenwich University.

Let me tell you I belonged to a middle class family. I did not have enough money to pay my entire fees and at that time; my university helped managing my finance without letting me down. I am and would forever be grateful for this gesture of kindness which helped me in shaping my future.

# (GU): Your message for the students of Greenwich University.

Set your egos aside and explore your worth. Our society's dilemma is that people don't know what they are capable of. Either people think really high of themselves or they are totally unaware of their talent, so explore your self-worth. Unleash your thinking and develop the sense of responsibility towards each other and the community.

### (GU): What is your perception of Greenwich University?

I feel that the credit of my success goes to Greenwich University. I still come to university whenever any professional or moral help is needed. We have world class faculty in this university that is the key strength. Moreover, I have observed a very supportive culture towards student which is rare in other universities.

As an alumnus my connection is life long. I feel so proud that Greenwich was my first customer as I sold my first product of Eco Bag to Mr. Saeed Kamal Mughal, Director and Personnel, Greenwich University.

Interview by: Hamza Qureshi

### Greenwich University participated in the Dawn Expo Exhibition to councel students who are focused, ambitious and eager to climb the ladder of success



DAWN Education Expo is Pakistan's most credible and trustworthy higher education platform. It provides representatives from international and Pakistani colleges, universities and institutes of higher education with a unique opportunity to interact with (and even enroll) Pakistan's high achieving college and university bound students.

Over the period of 11 years, DAWN Education Expo has built a strong brand identity and established itself as Pakistan's leading and most result oriented education exhibition. Held in high regard by participating institutes and visiting students alike, the Expo has evolved into a crucial first step in the educational careers of thousands of ambitious Pakistani students.

The DAWN Education Expo is held in Islamabad, Lahore and Karachi in consecutive two-day slots which gives college and university representatives the opportunity to meet some of the brightest students from the country's most progressive and prestigious schools while providing ample time for one-on-one discussions between college representatives and potential students – and even their parents.

Speaking of Karachi, this year (2015) Dawn Expo was held on the 14th & 15th February 2015 at Karachi Expo Centre. The Exhibitors from Karachi included; Greenwich University, IBA, IoBM, Iqra, SZABIST, Bahria University, Habib University and many more.



The representatives of over 80 top universities from the USA, the UK, Germany, Australia, Canada, Turkey, UAE and Pakistan also explained students about their programs.

Like other universities the basic purpose for Greenwich University to participate in this exhibition was to help out/guide students who are focused, ambitious and eager to climb the ladder of success, through one-on-one counseling basis.

Our team of 6 people went for the exhibition which included; Mr. Muhammad Muneer Khan, Mr. Rab Nawaz, Ms Rizwana Amin, Ms. Adeela Siddique, Mr. Ahmed Kamran & Mr. Abdul Wasay,.

The one-on-one counseling sessions of the students who showed keen interest were conducted by, Ms. Adeela Siddique, Ms. Rizwana and Mr. Muneer Khan. Students were seen enthusiastically collecting information about future plans. Information about the programs and admission criteria of different programs were being provided to the students at the same time.

The exhibition was a success for the all the universities particularly Greenwich University as it fulfilled its basic objective of reaching to the national cross-section of Pakistani students who have the qualifications and means to contemplate further education.





# ACADEMY OF AESTHETICS MHD

# **Ghazanfar Rauf**

Ghazanfar Rauf, Director Business Development, Aesthetic Sciences LLC, United Arab Emirates Medical Devices and CEO, Aesthetic Life, Karachi, Pakistan graduated from Greenwich University with MBA in Marketing.



Aesthetic Sciences is a Dubai based company which started operations in September 2013 as an exclusive distributor of Cool Sculpting device by Zeltiq.

Aesthetic Life is a distributor company which represents renowned brand names in dermatology, plastic surgery, dental, perfumery & cosmetics, beauty & wellness. The company exclusively promotes both consumables and equipment all over Pakistan and now in Bangladesh. Established in 2005, the company has 32 employees and offices in Karachi, Lahore, and Islamabad

Ghazanfar Rauf established **Academy of Aesthetics** to provide training on various procedures in cosmetic dermatology, surgery, dental and beauty salon & Spa arena.



He is also the editor / Publisher of **Aesthetic Life Magazine**. Aesthetic Life magazine is a professional beauty magazine which aims to educate general public about the latest in cosmetic procedures. The magazine highlights new products in the medical aesthetics and beauty industry, as well as promotes credible professionals from this field.

The official advent of spring March 21, 2015 saw a great deal of activity on the personal grooming of our youth at Greenwich University.

There was a registration of a large number of students and faculty who were part of the lecture and practical demonstration given by the Academy of Aesthetics.

Their expert personal spoke on the different aspects of personal hygiene, skin care, hair flair, and facial protection from sun rays, epidermis pore care from pollution and dust.

There was a practical demonstration for boys and girls who volunteered for hair styling, facials and make overs generally. There were many who had questions that were handled on a personal note.

The awareness showed a positive change in the attitudes of the youth who attended the session after which many students on personal requests felt that they wanted more information.

For people who attended the complete session, were given an internationally recognized certificate and concessional vouchers to attend the academy at any time.



A Seminar on "CDC (Central Depository Commission) & SECP's (Securities & Exchange Commission of Pakistan) role in Pakistan's Capital Market "

On Tuesday, February 24, 2014, Greenwich University organized a Seminar on **"CDC (Central Depository Commission) & SECP's (Securities & Exchange Commission of Pakistan) role in Pakistan's Capital Market** ". The purpose of this seminar was to make awareness among the students regarding the financial regulatory bodies & their regulatory framework, particularly SECP & CDC.

Three renowned guest speakers were invited for this seminar from these organizations; two from SECP and one from CDC. Mr. Arif Ahmed who is a Deputy Manager



Marketing at Central Depository Company of Pakistan started off the seminar with his accomplishments on Capital Market and also informed students regarding the operations of CDC.

Mr Zafat Iqbal Saifi and Ms Adeela

Following him was Mr Muhammad Asif Paryani, Deputy Director in the Specialized Companies Division of SECP. Muhammad Asif Paryani, has been a fellow member of Institute of Cost & Management Accountants of Pakistan with Masters in Law. He was selected as Rising Star of Corporate Governance for the year 2013 by the Millstein Governance Forum, Columbia Law University, USA and also selected as ICGN Deloitte Scholar for the year 2013-15.



Mr. Paryani guided student regarding Mutual Funds and the role of SECP that basically works to foster good governance in the corporate sector, ensures proper risk management procedures in the capital market, and protects investors through responsive policy measures and effective enforcement practices.

......

Lastly came Mr. Kamal Ali who is a Joint Director in the Market Development & Investor Education department at the Securities & Exchange Commission of Pakistan. Prior to joining SECP Mr. Ali possesses over 16 years of diversified experience in banking & financial services. Mr. Kamal Ali educated the students about **"Investors Education"**.

The crux of the seminar was to enlighten students with functions of these two organizations and their significance in the finacial market.

Through this seminar the students got to know about the basic aims and objectives of both; CDC & SECP and their contribution to the country's ability to support an effective capital market system.■

Ms Adeela Siddiq Assistant Professor

### An Informative Training Session on Office Research Innovation & Commercialization (ORIC) strategies for the faculty members



ORIC was established at Greenwich University in 2007. The vision of ORIC is to groom students to earn respect and recognition by reforming and refining the society and to think and act selflessly for the greater good of the nation. Greenwich University has signed various Memorandums of Understanding with foreign Universities for cooperation in the field of research and development, exchanging academic staff, organizing joint research projects and training programs, and arranging national and international conferences for faculty and students.

Our ORIC Team comprises of Prof. Dr. Hironao Takahashi, Director ORIC, Dr. Akhlas Ahmed, Co-Ordinator Industrial Liaison, Mr. Zafar Iqbal Saifi, Manager Research & Development, Mian Muhammad Afzal, Manager Uni-Indust. Linkage & Tech Transfer, Mr. Rub Nawaz, Administrative Assistant, Mr. Sherbaz Khan, Research Associate.

A training session on strategies of Office of Research Innovation and Commercialization for the full time faculty members of Greenwich University was organized by Dr. Hirano Takashi, Director, ORIC, Greenwich University on March 13, 2015 at Greenwich University.

Dr. Hiro Takahashi holds Doctorate of Philosophy (PhD) from the Tokyo Institute of Technology. He has a vast ex-

perience of working with Intel Japan and United States in supercomputer domain. Additionally, he also has the experience of making different associations in Japan and abroad. One such consortium was "Open GL Japan" to promote "Red book and Blue book" as standard graphics library textbook with Mr. Maison Lue.

Dr. Hiro Takahashi has been effectively working with researchers and technology companies for many years. Dr. Hiro Takahashi established Tokyo Multimedia at Karachi Pakistan to educate young Pakistani engineers and designers. Dr. Hiro Takahashi has been appointed as Honorary Investment Counselor for Board of Investment, Prime Minister Secretariat of Pakistan since October 2012 for developing import/export industrial business relationships between Pakistan and Japan. Some of his projects in Pakistan are water filter unit, Magnesium battery factory in Punjab area (energy sector), Halaal food promotion and Textile export arrangement.

The session was informative where the faculty members and staff were not only trained on different strategies but were also provided highlights on the importance of research.

> **Rub Nawaz** Special Assistant to the Vice Chancellor



### Halal Products in Japan A guest Speaker Session

An International Guest Speaker session on Halal Food in Japan was held on Saturday, March 7. 2015 at Greenwich University.

Ms. Kahora Inamura, Director Nippon Halal Foundation, Tokyo Japan and Mr. Yosuke Hatta, CEO Higashi Doujin Corporation, Japan talked about the increasing ratio of usage of Halal Food in Japan. The session was very informative and was attended by a large number of faculty members and students.



Mr. Yosuke Hatta, CEO Higashi Doujin Corporation & Ms. Kahora Inamura, Director Nippon Halal Foundation, Tokyo Japan addressing the audience

# **Resource Development Session**

An Experiential Learning Activity of Bachelors in Education degree program students.

A session on resource development for young children was conducted for Bachelors in Education degree program students on February 15, 2015. This experiential learning activity aimed at enhancing students' skills of child friendly resource development for children ages 2.5 years – 8years.

The activity started with a brief presentation on principles of resource development in establishing an early learning environment followed by the student hands on activity of resource development.

The class was divided into three thematic areas selected from the early years curriculum, i.e. transportation, seasons and professions. Big books, wall hangings, posters, manipulatives, puzzles, activities and displays were developed.

Later, all the students were asked to give a presentation for their developed materials eliciting its purpose and demonstration of its use in the classroom. Summary of evaluation of the session was conducted and students shared their feedback regarding the session. Students mentioned that such practical activities in the class would help them in practical implications and educational development at the school level.

Shelina Bhamani







Group photo of students of B.Ed degree program



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### Degree is important but it also requires to be practically right at the mark to compete media boom across the world.

# Guest Speaker, Shamoon Abbasi renowned actor and director

Educators must not only ensure students are equipped with knowledge, skills and abilities to be successful, but ensure students understand the inner workings of their chosen career. One of the best ways to do this is to connect industry best practice with curriculum as **Dr. Trish Welch**, has said that **the community is our classroom**. This can happen in a variety of ways from field trips and guest speakers to volunteer opportunities and semesterlong projects.

Guest speakers and industry projects only mean something if students can make a connection to what they are learning in the classroom, which means curriculum must reflect industry best practices. For an educator, having a network of fellow educators is important, but including industry practitioners in that network is essential. We learn from others and others' experience just as our students learn from us and our experience. There are several other ways for educators to connect to the industry; attending industry conferences and participating in faculty internships are among the more common.

Understanding the importance of industry exposure, faculty member, Mr. Ammar Shah invited a guest speaker from Media industry, a very renowned personality in Pakistani movies, Mr. Shamoon Abbasi to talk to the students of Mass Communication, Media Management and Marketing on March 4, 2015.

Shamoon presented his experiences and information about modern media and film industry. He guided stu-





dents how to gain access to potential recruits and provided valuable information and opportunities for current students. What are the essentials of behind the scenes, script writing , directing , managing the crew and every aspect of production was shared in detail. Mr. Shamoon also talked about this personal life, howdifficul it was to reach this level. He even mentioned that he had to take "RIKSHAW" to reach to places and when he was out of money, he would continue the journey by foot. He also mentioned about the smash hit movie WAAR which took four years to complete, and as an actor he and all the staff had to remain physically the same for whole duration. Mr. Bilal Lashari invested a lot in this movie as he often asked staff to travel to different destinations and he himself had taken the financial burden of traveling, food, living and other expenses.

Many of the critics were making fun of the movie WAAR as according to them, would never be launched nor could get success, but the determination of Mr. Bilal and his team made all the critics go silent. He even had to turn down the invitation from the neighboring country offered then. He is not not willing to go there considering the fact that if all move out from Pakistan then who will work for the nation.

This story motivated Media students to remain focused on their objectives. Distance may look long and hard, but once it is reached after the struggling period, it looks like everything is achievable. He motivated the students that degree is important but it also requires to be practically right at the mark to compete media boom across the world.

> Ammar Shah Faculty Member





Communication and Media Studies & Assistant Professor

Media has turned the whole world into a 'global village' indeed. Media persons and journalists visited and meet with the people of other countries to develop a better understanding of social, political and economic issues of their respective countries on regular basis. Being a part of the same movement for improving terms of Pakistan and Turkey; Rumi Forum International comes forward to provide a common platform to the media persons of Pakistan and Turkey for information exchange with the mission to foster inter-cultural dialogue and opinions. The Forum has emerged with an aim of holding conferences, panel discussions and visits of educationist, scholars or students from Pakistan to Turkey.

Recently, Rumi Forum Pakistan in collaboration with various TV Networks of Pakistan organized a one-week tour (from March 10 – March 15, 2015) to Istanbul (Turkey) for various meetings and seminars of selected Pakistani journalists with Turkish media person there. Pakistani forum comprised of **Ms. Maliha Sami Hussain** (Assistant Professor/HOD Department of Mass Communications and Media Studies Greenwich University), Mr. Aqeel Saeed Tashi (Senior Director/Producer GEO TV), Mr. Syed Samie Hussain (Senior Executive Producer ARY News), Ms. Uzma Alkarim (Senior News Anchor GEO TV) and Mr. Fayyaz Haidar (Senior International News Desk Incharge ARY News).

Mr. Sait Celik (Director Rumi Forum) had organized the whole tour of Pakistani media people at the beautiful city of Istanbul. During this tour; Pakistani delegation visited all important historical places of Ottoman Empire of Sultan. They also visited the offices of Zaman News Agency, Journalists and Writers Foundation (JWF), STV (Turkey's top-ranked news and entertainment based TV Channel) and Turkish Traders Association. The meetings were observed in the form of discussion forums of Pakistani media people with Chief Editor Zaman Newspaper, Senior Journalist JWF Mr. Fatiah, Mr. Ilhan, Senior Correspondent STV Mr. Vedat Samur etc.

In particular; Turkish journalists group have discussed the need of political change in Turkey as people are taking

"Pakistan needs to enhance more friendly terms with Turkey for social change and a continuous support in the Education sector".

stand against the President Tayyab Ardagan through media. They highlighted the social and political scenario of Turkish present government, their corruption, inflation and lack of employment in the country. During a thoughtprovoking presentation on 'Pakistani Media and its Psychological Impacts' at Journalists and Writers Foundation in Istanbul, Ms. Maliha Sami Hussian said that Pakistani media has been highlighting all important news and events depicting the performance of the present government; although they have given full coverage to the world's biggest political move (Dharna) of two Pakistani Political Parties in 2014 for more than one month continuously.

Ms. Maliha further emphasized on the need of an end towards terrorism in South and North Waziristan areas. As an educationist and media person; our role is to promote peace in the world and contribute to a calm coexistence for all the people. We must develop education by informing our youth to come forward and participate in educational and social activities at all levels. We can promote education and friendly terms with Turkey by means of organizing issue-based co-seminars, workshops and trainings on social, cultural political issues between both countries.

#### Maliha Sami Hussain

HOD Department of Mass Communication and Media Studies & Assistant Professor



Ms Maliha Sami Hussain during her visit to Turkey

# **Greenwichians participated** in Children's Literature Festival '15

Children's Literature Festival is organized by Idara-e-Taleem o Agahi every year. The purpose of this event is to advocate the theme of child rights and children's access to information and literature. This two days event provided an opportunity for children, teachers, parents and relevant stakeholders to come on a platform and explore various themes of children and education. There were more than 25,000 people who attended this event which was organized in the heart of the city at Arts Council Karachi.

From Greenwich University, a delegation of 10 students of





B.Ed degree program (Farah Khalid, Tahmeena Khan, Saima Manzar, Madiha Dar, Sybil D'souza, Farah Qureshi, Sobia Ansari, Misbah Zainab, Hira Naeem, and Sadiqa Tarig) with a faculty member, Ms. Shelina Bhamani visited the event on February 20, 2015 and participated in various sessions. The event ended with an outstanding performance by Ms. Sheema Kirmani and the students of Karachi Public School followed by a closing speech by the Minister of Education, Mr. Nisar Khoro.

It was indeed a great learning experience for the students which would be beneficial in their practical life.

# Eid Milad un Nabi

On the auspicious occasion of Eid-E-Milad UN Nabi (PBUH) Greenwich University organized a Milad and Hamd o Naat ceremony at Kamal Ahmed Khan Auditorium on February 21, 2015. The program was attended by a large number of students staff and the faculty memebrs.

The program started by the recitation from the Holy Quran by the student Mr. Sharoz Reigi . After Qirat Mr. Aqeel Ahmed recited Hamd-e-Bari Taala. Students including Najmuddin Suharwardi, Mehwish Misbah, Jawad Raza, Maria Sami, Naveed Ullah, Imtiaz Ali participated fully on this occasion. Mr. Ahmed Kamran recited Naat-e-Rasool-e-Maqbool (SAW).

Greenwich shield was presented to Mr. Ageel Ahmed (Faculty member GU) as a token of love and gratitude for hosting this event.













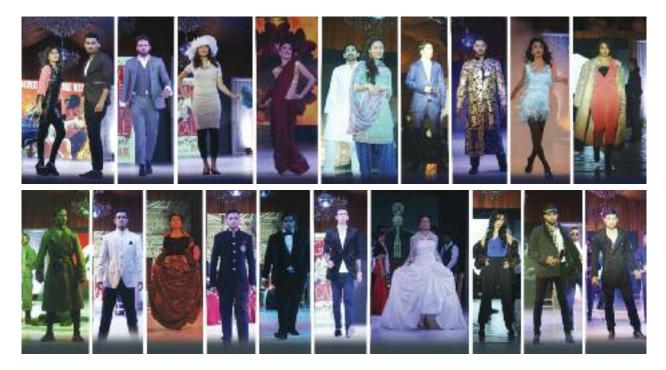


## Decades" ining

A fashion show organized by Creativity and Innovation and Consumer Behavior Class



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The classes of Creativity & Innovation and Consumer Behavior presented a phenomenal fashion show on 27th February 2015 at The Palm. "**Defining Decades**" - was a fashion show that took the audience on an eventful and glorious trip down memory lane where they got a rare chance to reminiscence and to see their favorite icons in all their glory while revisiting the hottest trends of the era and much more.

The event was divided into three segments namely **1930's**, **1950's** and **1970's**. The fashion trends were as follows.

**1920s:** The 20s usually brings the same word to everyone's lips: flappers! The 20s modernized fashion. Out with corsets! In with short skirts and trousers! Fabrics were also changing and becoming more widely available— silk and wool were among the two most utilized fabrics and rayon was being introduced to consumers for the first time. The "Boyish Figure" was quite popular throughout the 20s (which really only worked for flatchested girls and waifs though right?). Coco Chanel was one of the first women to wear trousers and cut her hair short at this time— she held the torch for modernizing women's fashions around the globe. Sparkles and sequins were used to embellish gowns, and headbands and soft, curly hair were all the rage

**1930s:** The 30s were feminine and sleek. Think of metallic lame (invented in this time) and slinky silky fabrics, draped over womanly figures, taking center stage throughout this time. People liked to go out dancing and to listen to big band music. Dresses and gowns were cut on the bias (inspired by Vionnet), creating a super-sexy appeal. Parisian couturiers had a large influence on this gamine look; designers like Elsa Schiaparelli were

> especially inspired by costumes from film during this time, as well as their surrealist contemporaries like Man Ray, Salvador Dali and Marcel Duchamp. Hair was worn in soft perms and many women wore hats.

> **1940s**: 1940 was the year nylon stockings were invented, which completely changed women's lives (until they were taken away to make parachutes for the war, which later caused riots when they were







available again in shops!). Life during wartime is difficult, and the silhouette from this era was sharp and low-key with broad, padded shoulders, knee length skirts, simply cut blouses and low heels. Many women had to look to men's clothing to alter for themselves. Thus came the Eisenhower jacket, which was a men's coat, altered at the shoulders and side seams and tightly belted at the waist. Because Americans couldn't import European fashions at this time, Americans began looking to their compatriots for their wardrobes. Pompadour hairstyles were very popular, and many women wore pearls.

**1950s** America created the picture perfect (and perky chested) image of domesticity in magazine and television ad campaigns. Waists were high and nipped; skirts were full and made from yards of fabric. Dior's "New Look" of rounded, soft shoulders and spiked heels took the world by storm. **Coco Chanel**, who made a comeback after WWII, invented the **Chanel Suit** (which is still being walked down the Paris runways each season) in 1954. Figures like **Jackie-O** who donned the look so well, inspired many women to dress in this fashion. Long, tightly fitted pants were also in the picture, as well as long jumpers, floral fabrics, fitted tops, white blouses, and of course—stilettos

1970s: The 1970's fashion, often called the "McDonald",



began with a continuation of the mini skirts, bell-bottoms, and the androgynous hippie look from the late **1960s** and eventually became one of the most iconic decades for fashion ever. Generally the most famous silhouette of the mid and late 1970s for both sexes was that of tight on top and loose on bottom.

The **1970s** also saw the birth of the indifferent, anti-conformist approach to fashion, which consisted of sweaters, t-shirts, jeans, and sneakers. The top fashion models of the 1970s were Lauren Hutton, Margaux Hemingway, Beverly Johnson, Gia Carangi, Janice Dickinson, Cheryl Tiegs, Jerry Hall, and Iman. the conclusion is that the event was highly successful. The entire execution was spectacular. There were dances and skits. You had the glorious Elvis Presley, the heart stopping Hitler and the heart throb Marilyn Monroe to feast your eyes on.

The dresses were based on the themes. But they were closely paid attention to. The designs were intricate and every model was adorned with relevant and matching accessories and jeweler.Greenwich University - Defining Decades Fashion Show ended with a Bang! A raging success the entire team beamed with pride as they gave an event that was the talk of the town.

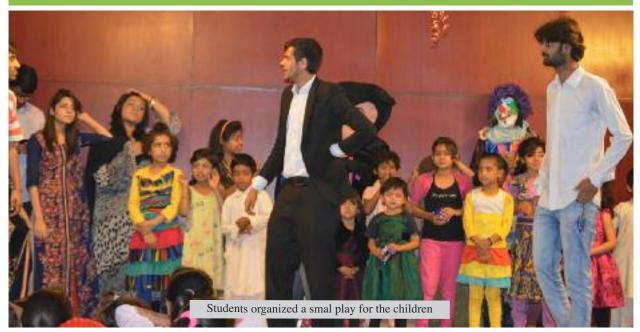
Dewan Abdullah Farooqui gave the students the opportunity to test themselves and their skills. Holders of the thank you's were also Muhammad Rehman & Amin for their tireless work & vision that was put into all the segments.

The Event was covered by various media channels including Express, Samaa, Abb Taak, Dawn, CNBC Jaag & Ary News.

> Sehera Nadeem BS41 3607



An auspicious project for the betterment of ophans SIRAT-UL-JANNAH - a leading welfare organization



Greenwich University maintaining its culture to be an active participant in charity work organized a project on March 13, 2015 for the students of Sociology to ingrain compassion for mankind.

This project has been a very eventful three days bombarded by emotions, there were times where I actually felt as if I was the one shedding the tears for the pain and suffering of these orphans as if these miseries were my own and their smiles were the shoulder to cry on. Before I start getting into details I would like to thank our teacher who made us realize what we were missing out on and for teaching us to develop the very equipment that was handed to us by the Higher Power for the development of the existence of mankind, vision. Thank you Ms Husna Allam.

I believe that this universe was created in a balance and we the humans have shattered this balance beyond repair with our selfish desires and a lack of vision, still I often found me wondering if this is the case then what purpose do we serve as humans. This couldn't have been it, there had to be a way to restore balance to the universe to not only save mankind but to achieve the divine goal/purpose, "development of the existence these life forms that had fallen prey to the infectious disease of selfishness." Once I had my answer, I realized that it was my lack of vision that restricted me to believe that our societies/ "the balance" were beyond repair, in the first place. Believe it or not my answer came from a selfless character that seemed to be indebted to no other but our very own "Greenwich University Karachi," for the work it had been doing for her organization. I came to learn of this selfless character through our sociology project. Our project was to contribute our services for a few days to the NGO Sirat-ul-Jannah, run by the "selfless character," Mrs. Quereshi. Sirat-ul-Jannah is basically a private organization that has setup orphanages in different cities of Pakistan, the driving force behind this organization being Mrs. Quereshi. After interviewing this great lady I learnt a lot, in fact just being inbounds of Sirat-ul-Jannah it was





a practical encyclopedia of how one could restore the **"balance."** This organization was subconsciously restoring the balance with each step, and I was one of the fortunate ones who got to work with them.

To me this project was like a drug, the moment I saw the happiness of the children it felt as if my heart was pumping raw emotions instantly I went into feverish a high, of a blend of guilt and satisfaction and minutes after that I was hooked onto this dug. We were asked to organize an event for the orphans sheltered by Sirat-ul-jannah, at our



death strikes an individual there are only paths available, one that leads to the satan's palace (Hell) and one that leads to Heaven, but the problems is that you have to choose which path you want to take in this world only, and the tickets for both paths can only be purchased by the deeds one has done. Those smiles in the auditorium that day not only can guarantee us a ticket to the Heavenly path, the prayers launched from the hearts those innocent souls that day can help develop our standing with the world too.

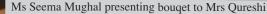


university, and to arrange for some goodies for them too. At first almost the entire class was a bit reluctant to agree to this project but fortunately for them, it was not an option. The reason why I say "fortunately" is that, had it not been for this project we would have missed out on faces of the orphan children lit up by heavenly smiles, knowing that it was the result of our efforts, that for once we were part of something that meant so much to so many little souls. A friend of mine arranged for the transport of these socially deprived children. Unlike us/the privileged, these innocent souls were satisfied and content with what little they had in fact it looked as if they didn't even know what we knew they were deprived of, the very thing that melted our rock solid selfish hearts and also made us realize what the true value of the latest iPhone really is. We organized a small play and some activities in the auditorium for them to fulfill our promise and we were reassured of our success by the response we got from the kids.

Finally it was time to bid farewell to these little spark plugs that not only started our emotional engines but left enough energy for us to run on for the rest of our lives. See now, everyone and every religion believes that when So the next time you're about to spend foolish amounts on luxuries that become old faster than a rotting fruit, think of the those who fight with hunger every day; you'll realize that you don't have to go very far to find such people they're all around us, we just have to be willing to let go of our selfish desires. Let's unite with Sirat-ul-Jannah and do what we can to get rid of all these diseases that are destroying our societies.

> Zaid Abdurrhman Zahid BS 485347









By: Hasnain Hirani

### In February 2015, I spent the best winters of my life: For seven weeks, I went on a Volunteering Internship to Eskisehir, Turkey - the City of Students.

Thanks to AIESEC Karachi that they visited Greenwich University and told us about the exchange program they offer. First I was interviewed by AIESEC Karachi and got chosen to participate in exchange programs. Then I applied for a project in Eskisehir, from where I was interviewed and was honored to be the only Pakistani chosen for the Internship!

Representing Pakistan amongst internees from 15 different nations (Indonesia, Malaysia, China, Taiwan, Bahrain, Ukraine, Switzerland, Mongolia, Egypt, Morocco, Algeria, Ghana, Hong Kong, Kazakhstan and Georgia) and making new friends was an amazing experience itself.

I found the Turkish people to be a modern group of people who are trying to embrace their old ways of living with the inevitable globalization and modernization. This unique blend of the past and present makes Turkey a very beautiful country. Communication was an issue though, as most Turkish people prefer to speak in their own language and have limited knowledge of English language. From the very first day I was treated warm-heartedly and everybody was making sure I had an amazing time. Walking down the street and visiting new places every day, trying to communicate with the locals in Turkish and failing every time, travelling to different cities in Turkey, tasting delicious Turkish cuisine and preparing Pakistani foods for AIESECers and the internees.



Teacher/Guest speaker presenting students about Pakistan and its culture comparing it with Turkey, Cultural Understanding, Human Rights, Teenage Problems and Education System. The response from the students was extra ordinary as they were keen to know more about Pakistan and its culture. The aim was to develop their English language skills and activate their leadership potential through classes, discussion, conclusion, conversation and other interactions.

By the end of the project, the three main things that I gained personally and professionally are self-confidence, leadership and the ability to adjust under any circumstances. Even in the short time of six weeks, I learned a lot. Meeting people who impressed and inspired me showing new opportunities and giving me the motivation to reach for more. I would highly recommend the students of Greenwich University to opt for AIESEC exchange program and prove themselves in front of other nations and show the world that we Pakistanis are not less than anyone.



Now as far as the project is concerned, I was working at

Eskisehir Anadolu Lisesi (Anatolian High school) as a

Hasnain receiving the certificate at the end of the internship



# 104th International Women's Day Celebrations – 2015



A primary research based case study on work place harassment is the proactive inquiry that is being conducted by students at a master's level in an interpersonal group. This translated into the invitation by the Ombudsman's Justice Pir Ali Shah (Rtd) for the one hundred and forth International Day of Women which was celebrated in a befitting manner at the PC Karachi on March 8, 2015.

Greenwich University with its three member inquiry committee consisting of Ms. Tahira A Khan, Mr. Zafar Iqbal Saifi and Ms. Rizwana Amin accompanied by Mr.Rub Nawaz & Ms. Adeela Siddiq attended the function. The highlight of the seminar that the committee attended on the Protection of Harassment of Women at the Workplace is an ordinance enacted by parliament in 2010. The code is displayed conspicuously at the university.

Gracing the occasion were dignitaries from the Government, civil society, NGOs, the education sector, the media, and the public in general.

Among the speakers of eminence were Mehtab Akbar Rashidi, General Director, Ombudsman Secretariat Sindh, member provincial assembly Sindh, Irum Aziz Farooque, member provincial assembly Sindh, Ghazala Sial, member provincial assembly Sindh, Sultana Siddiqi, CEO HUM TV, Sherry Rehman, member provincial assembly Sindh.

Ms. Tahira A Khan Educationist Greenwich University, member WHO, Bill and Malinda Gates Foundation, Rotarian & UNICEF Volunteer 2015 presented an extempore speech and a heart warming poem on the importance of Women's Day.

Mr. Zafar Iqbal Safi, Ms. Rizwana Amin, Rub Nawaz & Ms. Adeela Siddiq contributed by giving in their written comments.





Ms Mehtab Akbar Rashidi

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# **Greenwich's Pride** Emad Mujeeb Shaikh

PSO is one of the Pakistan's largest oil based marketing companies and therefore its marketing department plays a major role in maintaining its high standing in the overall market as well as provides continuous enhancement of its working towards efficiency. events etc. conducted on the campus. He has rendered his duties diligently as the President of SDC. Operational Director Roctract, Director Finance African Inspiration.

Assistant Professor and Head, Department of Humanities

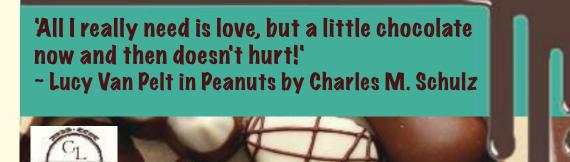
One of our outstanding student and former President of Student Development Council, Emad Mujeeb Shaikh, Roll No. BS33 2774 went for Internship at Pakistan State Oil from January 6, 2015 – February 13, 2015 and received the Certificate for Excellence for his performance there. Well Done Emad!!

Emad has always been a dexterous and promising student participating in various activities such as Fashion Show and representing Greenwich University In all major sports









**Suleman Asad Kath,** BS38 3329 is a proud alumnus of Greenwich University. He had been efficacious and prominent student during his reign at Greenwich. It is gratifying and overwhelming to see the prosperity of Greenwich University students.

OUNG

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Le Choco Lounge, a famous chocolate brand of the day in Karachi, is a result of his drive and passion. Established in 2010, where people enjoy premium quality chocolate. He is the pioneer of chocolate coated strawberries and other fruits as well. In the Holy month of Ramadan customers enjoy chocolate and honey coated dates, filled with nuts inside them. Within a short span of time that Lounge has appealed to the hearts of many customers with sweetness of its goodies.

We wish him the best of luck in all of his future endeavors!





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In order to launch Rotary's **T.E.A.C.H Program** a ceremony was inaugurated on Monday 9th March 2015 at Hotel Movenpick, Karachi at 4:00 pm. Where Mr. Nisaar Khurro, Minister for Education, graced the occasion, as Chief Guest. Mr. Shoeb Siddiqui, Commissioner Karachi and Mr. Fazlullah Pechucho Secretary Department of Education, Sindh were guests of honor.

Ms. Shazia Anwer and Mr. Rub Nawaz attended the meeting with Rotarian Ms. Tahira Khan from Greenwich who has discernable footprints in the ongoing project.

The "End Polio" program which has resulted in 99% eradication of polio from the world, has motivated the Rotarians in South Asia to adopt "Rotary's Total Literacy Mission". The Rotary Pakistan Literacy Mission wishes to achieve the literacy goal through a well-developed program known as "Rotary T-E-A-C-H program". This program is specifically developed by the Rotarians of the South Asia and is being adapted in harmony to the local demographics and psychographics of the prevailing variables.

T.E.A.C.H. is focused as follows:

- T Teacher Support
- E E-Learning
- A Adult Literacy
- C Child Development
- H Happy Schools

The plan is to initiate this mission by adopting or sup-



porting 1000 schools in Pakistan and undertake activities as defined in the T.E.A.C.H. Program. We also plan to initiate a reading program through a Rotary Book Bank for children as well as youth. The target is to collect at least one million books all over Pakistan. This program is named the ' Million Book Collection Project'. Greenwich University students have been actively taking part in the sorting and categorization of books that have been shipped from the United States. This is with intent to establish libraries in schools and communities all over Pakistan.

The target for district 3271 is to adopt and support 350 schools and of which 88 schools have been finalized in Karachi while the rest will be in other cities of Sindh as well as in Balochistan.

Total Literacy is possible only if it can become peoples' revolution so lets light up our communities through TEACH mission.



## Germany - The Outfall of Research Guest Speaker Session by Hasan Iqbal

Guest Speaker Session by Hasan Iqbal from Germany, a Research Assistant at the Institute of Microwave Techniques in ULM is faculty at the University of ULM and a Phd scholar in the discipline of Microwave Communication was conducted smoothly.

On March 15, 2015 there was an interaction with students of communication skills 501 speaking with them about research in Germany and persuading them about the different positive aspects of how the youth contribute towards the tax system to support the older generation.

Now since most young people are persuing professional careers to a larger degree than they used to, resulting in a lower priority towards raising families who prefer to have no children or may be at a much later stage in life. Consequently resulting in the tax burden being extended to the older generation and the retiring age is being extended in the social system.



Guest Speaker Mr Hasan Iqbal receiving shield

Working age people in Germany will fall by around a third by 2050 if Europe's biggest economy does not increase immigration from countries outside the European Union, a study published said.

Germany will need between 276,000 and 491,000 net immigrants from non-EU countries each year to safeguard its levels of prosperity and economic activity, said the study by the Bertelsmann foundation.

It predicted the working-age population would drop to under 29 million from about 45 million today if immigration didn't pick up. Raising the retirement age to 70 and increasing the number of women in the workforce would only add around 4.4 million to the number of employed, the study added.

According to latest statistics, the number of foreigners living in Germany grew by 519,340, or 6.8 percent, in 2014 against the previous year - many of them Syrians fleeing war and Romanians and Bulgarians seeking work.

However, the realm of research has afforded more and more people enrolling into higher education and seeking employment therein.

There was a questions and answers session between the students and the guest speaker after which the Greenwich University Shield was awarded to the speaker in appreciation.

### Rotaract Club of Greenwich Creek Community Skill Sharing - March 02, 2015

Reaching out to marginalized, underprivileged, and poverty stricken population of Sahiwal in District Badin of Sindh with medicine and food supplies, clothing and a whole lot of enthusiasm was a group 40 members of Greenwich University students, faculty and staff members.

The student volunteer group was busy spreading awareness on polio eradication, helping the medical team distribute drugs to the village dwellers from around the area that thronged the premises of the medical camp that we set up with the extended help of Nighat Welfare Trust, Rotaract Club of Greenwich Creek, Rotary International and Greenwich University.

This is what young educated volunteers addressed besides other community involvement. The polio plus project is a national government priority as well, and on a continuous basis. This is supported by Greenwich University and students go out to marginalized areas to support the program.

Playing games with the children, sharing tips on hygiene, giving out medicines, milk for babies, rations to families, and clothes to one and all who could get to the distribution stands in time. There were definitely more extended hands than the benevolent ones.

#### Rtn Ms. Tahira A Khan



# ERABBING ERUISE

Rotaract Club of Greenwich Creek-Dist 3271



Greenwich Creek with another milestone to accomplish went on their annual spread peace candles in the water. The group gathered on to a prearranged cruiser craft on the harbor which set sail for Oyster Rocks. There was song and merriment on board with everyone getting ready for the security check and life jackets which are provided after the check.

Then as soon as we anchored at a point where lines were dropped for fishing and crabbing, there were many who went to the upper deck taking photographs, swaying to the movements of the bobbing boat and the waves made by other vessels going to and fro.

After taking special permission from the marine security we were accorded a safe guarded passage to the island where we disembarked. There are cliffs and steep falls which was a challenge most wanted to indulge.





There we spent the afternoon climbing and clinging to rocks, taking pictures of the skyline and the vastness of the ocean. There were dredgers around a desalinization float which made a wonderful backdrop.

Soon it was supper time and we all scampered back to the cruise liner for a hearty Crab, Fish and Vegetable meal. There was nan & paratha as fillers to go with the main course while drinks and chai to wash down the heavy meal. The marine guards kept a watch while we enjoyed the cooked on board meal on the bobbing boat with loud local music and melodies being played.

As the sun set, we released our peace candles in the ocean & lanterns in the sky before we set back homeward. We reached the harbor as evening set in and were full of sea salt vigor, getting back to university.

# And Then One Day on Monday - A Memoir

Naseerudin Shah the well know actor on the Indian screen releases memoir in Karachi

Thinking it would be over a cuppa at Oxford University Press...., it was more of a bombardment of the media and security scurrying around the calm, articulate, Indian screen actor Naseeruddin Shah, who spoke with humor and composure about his life as it unraveled through the mirrors on the screen as we see it .....!!

February 23, 2015 - Naseerudin Shah the well know actor on the Indian screen releases memoir in Karachi

Shah ran away from home with the belief that "you only needed a ticket to Bombay to make it to Bollywood,".

The Oxford University Press hosted the renowned stage and Bollywood actor, director Naseeruddin Shah who released his memoir And Then One Day on Monday at an event organized by the OUP. The actor spoke at length on various events from his life which contributed to his book.

Narrating an incident from his teenage years, Shah spoke on how he ran away from home with the belief that "you only needed a ticket to Bombay to make it to Bollywood," but was sent back by Dilip Kumar who believed that "boys from good families don't become actors."

The actor talked about the near-misses and close calls he had during his career and spoke of how his flight as an actor might have actually crash landed before even taking off had he not gone with his instinct and chosen a lowbudget film over an expensive big-budget movie.

"I was offered a part in a very expensive movie while I was working on Albert Pinto Ko Gussa Kyun Aata Hai. I went with my instincts and chose the latter over the big-budget extravanganza," stated Shah.

To date Shah thanks his lucky stars

as the film proved to be a box office failure whereas Albert Pinto Ko Gussa Kyun Aata Hai is still appreciated by audiences. But what was worse according to him was how the failure of the movie resulted in the loss of some established and fledgling careers, one of which could have been his.

No conversation with the actor is ever complete without talk of his most iconic role of Mirza Ghalib in the eponymous television series.

> Tahira A Khan Assistant Professor



# HOLD ON FOR A MINUTE

Smart phones have changed us socially. No doubt it's a positive change but at the same time, they are seriously damaging our values. The most alarming is that our new generation is being addicted to it. Though smart phones claim connecting us, it has confined us in to our own shells and destroyed our public lives. We are finding it so hard to adjust ourselves to each other. We can't resist the triumph of technology but we can learn its effective use so it prevents the decline in morality. Use it without injuring the standard of living and sanctity of life.

> Sana Qazi Assistant Editor GVision



# **Heart Talk**

This women day has invited my pretty delicate bleak mind (that suits my gender) to think and open up my thoughts. Everywhere I see men and women in their own square boxes. In our imaginations men are wrapped up with iron tough sheet and women with flowery petals. It's time to break away from these stereotypes. Instead of going into debate of gender we should let our mind think how we contribute to society as humans. Being a woman I don't think that women day asks us to celebrate our gender because in the very process of doing this we accept that we are different.

Shakespeare says frailty thy name is woman and then later on makes his hero Hamlet so weak that he spends all his time evaluating and thinking instead of taking action. His procrastination has proved him equally weak.So its frailty thy name is human. So stop judging and looking at you in binary opposition. We are created together; we are thrown in the world together and we live together. Either we are body and soul or masculine and feminine; we both need each other. We are only complete together.

I take it simple instead of I and you paradigm it's us who contribute to society welfare. Women rights are human rights .We must stand up for each other and be stronger together. DH Lawrence says: the source of life and knowledge is in man and woman, and the source of all living is in the interchange and the meeting and mingling of these two: man-life and woman-life, man knowledge and woman knowledge, man being and woman being.

> Sana Qazi Assistant Editor GVision





## Greenwich University Futsal Tournament

Greenwich University's Sports Department and Students Development Centre (SDC) organized a three day Futsal Tournament. The tournament commenced on Thursday March 19,and ended on Saturday, 21st March 2015. Twelve teams participated in the tournament which included various schools, universities and clubs, i.e. Zamzama Unite, Paf Kiet, Abdul FC Club, Wax Club, MAHU, Next Club FC, Saint Michaels School, Dowood University, 69 Club, Royal Stikars Club, Greenwich Yellow and Greenwich Red. The First three rounds of the tournament were won by 69 Club whereas; the final was won by Wax Club. The teams remained enthusiastic throughout the tournament and the audience reciprocated.

The Winning Team, Wax Club received Rs. 25,000/-, Runner up Team, 69 Club, won Rs. 10,000, third position was scored by PAF Kiet and received Rs. 5000/-. There were two special awards also in the tournament i.e. Best Keeper and Golden Boot. Golden Boot was won by Wax Club, Rs. 2000/- whereas Best Keeper was won by 69 Club Rs. 2000/-. **Mr. Sufyan Mir**, student of Greenwich University received a certificate on his best performance as a referee throughout the tournament. His services were highly obliged. The participant teams appreciated the initiation of the tournament and they hope to be part of such tournaments soon.

# IBA Sports Table Tennis

Greenwich University participated in a five day **table tennis championship** organized by IBA on Thursday, February 12, 2015 which ended on Monday, February 16, 2015. Six universities participated in Championship which included Greenwich University, SZABIST, NED University, TIP, IBA and IOBM. Greenwich University's team had a



number of participants both fresh and old.. The students who participated are; **Syed Hamail, M. Usman Masood, M. Ammad, M. Ahmed Aslam, Asad Farooq.** Greenwich University won the Quarter final and semifinal versus IBA team A. But the final was won by IBA and Greenwich remained the runner up. However, Greenwich team performed with great zeal and zest.

### IBA Sports League Girls Throw Ball Championship

Greenwich University Girls throw ball team participated enthusiastically in the IBA Girls Throw Ball championship. The tournament started on Friday, 13th February 2015 and continued until Saturday 14th February 2015. Four teams took part in the event i.e. NED University, Greenwich University and Baharia University. The girls who participated from Greenwich University are; Kunzul Akhter Channer, Neha Khan, Ayesha Ahsanullah, Saba Habib, Hira Aijiaz, Wania Alam Awan, Javeria, Aliya. Greenwich University and the IBA Girls Teams showed their best performances and the match was won by IBA. The university is very proud of their girls for taking part in this tournament and hopes that this spurs them on to succeed in the future.



### In-House FIFA X-BOX Tournament Spring 2015

The Greenwich University Sports Department and Student Development Centre (SDC) organized a two day In-House FIFA X-box tournament on Saturday, 14th March 2015 and Sunday, 15th March 2015. About thirty-one students participated in the tournament. Games took place between individuals and teams.



The individual semifinal was won by **Salman Marfani** and **Shahmeer Ali.** Both of these people moved on to the individual finals with Salman emerging as the winner and Shahmeer becoming the runner up.

The team final was a versus match between Ali Raza and M.Farriduddin against **Salman Marfani and Waqas Anwar.** The champions were Salman Marfani and Waqas Anwar. Salman was especially stirred up regarding his victories in both the individual and team events.

# **HEC Cricket Tournament**



HEC cricket tournament was held on9th February at NED ground. The match started at 11:00 am. Like every year Greenwichians participated enthusiastically. After going through a proper selection process they were short listed and a competetive Greenwich team was selected .They played their first match against NED University. They won the toss and decided to play first, but unfortunately whole team collapsed just after making 64 runs and gave them an easy target. Captain Farid kasi bowled well and took one wicket. The other team chased the target in loss of two wickets. NED University won the match by 8 wickets. Though Greenwichians were bit down after the match, their spirits were still high. Cross your fingers for the next year.

# HEC Volleyball Tournament

The HEC Volleyball tournament was organized by IOBM in February. Several university teams participated in the tournament. Teams from Iqra, Agha Khan, Hamdard, KUTIP, IBM and Indus were the participants among others.

The boys' team from Greenwich played with remarkable enthusiasm and defeated IOBM team in the initial stage. The team made it to the quarter final stage of the tournament. However, despite a display of agility and expertise, they lost to Indus University by 21/25.



# HEC Football Tournament



Greenwich University football team participated in the HEC Zone- G Football Championship. This championship was organised by Iqra University during the month of February.

Including Greenwich University team, there were 12 participating teams. These included NED, Iqra, Biztek, TIP, B.B.S.U, IOBM, IBA, Indus, Sir Syed, DAF and KU. Despite a display of zeal and zest, and a tough fight, Greenwich team lost its match with IOBM by 2/0 in the first round.



### HEC Basketball Championship (Boys) GREENWICH TEAM REACHES THE QUARTER FINAL STAGE

The Basketball Championship organised by Iqra University during the month of February witnessed Greenwich team reaching the quarter final stage. The other participating teams included PAF KIET, Sir Syed University, Agha Khan University, Iqra university and Karachi University. Greenwich team performed well and made it to the quarter final of the tournament. However, the team lost the quarter final to IBA. The scores were 41/45.



### **HEC Boys' Table Tennis Tournament** Yet another Quarter final choking against IBA



Greenwich Universirty participated in HEC Zone Table Tennis championship organized by NED University of Engineering and Technology held on 3rd and 4th January, 2015. Around 10 universities participated in this event. Greenwich won the first round by 3-0 but lost in the quarter final with IBA. The follwing students participated in this event. **Syed Humail, M. Ammad, Asad Farooq, Muhammad Usman Masood and M. Ahmed Aslam** 

> Sports pages compiled by: Ambreen Murtaza and Sana Qazi

> > *Orision* is a quarterly newsletter distributed free of charge. Your valuable comments and suggestions are solicited.



Image: Constraint of the second se

Greenwich University foot ball team with the sports coordinator Vijay Ratan

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### 



### Undergraduate — Winter 2014-2015

<b>ROLL NO</b>	NAME	GPA
BE47 5195	Farah Khalid	4.00
BE47 5197	Tahmeena Khan	4.00
BE47 5257	Saima Mumshad Manzar	4.00
BE47 5258	Madiha Dar	4.00
BS41 3647	Mehak Haroon	4.00
BS42 3726	Asad Khalid Soleja	4.00
BS42 3770	Imtiaz Ali	4.00
BS43 3826	Maliha Yamin Khan	4.00
BS38 3244	Amna Zaman	4.00
BS41 3607	Sehar Nadeem	4.00
BS43 3809	Amber Yamin Khan	3.83
BE48 5439	Misbah Zainab	3.80
BS23 1702	Muhammad Shahzeb Afzal	3.80
BS39 3390	Kunzul Akhter Channer	3.80
BS41 3603	Mirza Bilal Asad Baig	3.80
BS42 3760	Talha Sadiq	3.80
BS44 3929	Rafia Khan	3.80
BS45 4098	Misbah Ali	3.80
BS45 4099	Wareesha Butt	3.67
BS38 3344	Komal Rauf	3.67
BS38 3247	Ayesha Ashraf	3.60
BS38 3301	Shahmir Khan	3.60
BS42 3765	Zahra Arif	3.60
BS43 3823	M. Fouz-Ul-Azeem Jilani	3.60
BS47 5182	Waqarul Haque	3.60
BS48 5442	Rida Hasan	3.60
BS38 3332	Shaikh Sabrina	3.60
BS40 3540	Nasar Ullah Qasimee	3.60
BS44 3925	Shumail Waqar	3.50
BS44 3947	Mariam Waqar	3.50
BE47 5259	Sybil Vanessa Dsouza	3.40
BE48 5480	Hira Naeem	3.40
BS38 3241	Sheikh Ehsan-Ul- Haque	3.40

### Undergraduate — Winter 2014-2015

<b>ROLL NO</b>	NAME	GPA
BS38 3242	Abdul Sattar Salman Marfani	i 3.40
BS38 3316	Ahmed Bawany	3.40
BS39 3389	Fahad Ajmal	3.40
BS41 3609	Shoaib Usman	3.40
BS41 3613	Syed Ali Jafri	3.40
BS41 3696	Sidra Syed	3.40
BS42 3733	Hira Aijaz	3.40
BS42 3777	Muhammad Talha Akbar	3.40
BS43 3817	Fareeha Jabir	3.40
BS43 3829	Muhammad Ali Qureshi	3.40
BS43 3840	Saad Rasheed Chohan	3.40
BS45 4048	Shayan Abdul Rehman	3.40
BS45 5013	Mansoor Ahmed Khan	3.40
BS48 5302	Mariam Sohail	3.40
BS48 5317	Marium Zafar	3.40

### Graduate — Winter 2014-2015

ROLL NO	NAME	GPA
MA45 4078	Bakhtawar	4.00
MS47 5245	Shomayl Chowdhury	4.00
MS42 3807	Inam Ali Farroqui	3.83
MS47 5212	Sabeen Kamal Pasha	3.80
ME44 3984	Zariyan Jiwani	3.75
MS39 3459	Ahmed Ali Jamali	3.75
MS44 3946	Osman Hashim Baloch	3.75
MS48 5295	Warda Saeed	3.75
MS48 5367	Abdul Hadi	3.75
MS39 3462	Osama Waqar	3.75
MS46 5118	Zarmineh Ikram	3.75
MS46 5047	Aamna Aamir	3.67
MS47 5180	Sateesh	3.60
MA43 3864	Shazia Nasir	3.60

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

# WELL DONE !

A



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