

A QUARTERLY NEWSLETTER OF



Greenwich University

# Gvision

## “Meaningful Inter-Action between Academia and User Industries is the Need of Today’s Corporate World” — Seema Mughal

**G**reenwich University has always emphasized the need for blending theory with practice, particularly for business related academic pro-



grams. While classroom teaching has its own importance in terms of providing a scientific theoretical basis for all forms of decision-making, it can never be made productive and meaningful without providing the essential hands-on experience in various forms such as internships, workshops, group projects and actual event manage-

ment activities” advised Ms Seema Mughal to the students through her message, read out by Prof Dr Rafat Karim, Dean Faculty of Arts on the occasion of a seminar jointly organized by



“The Synergyzer” and Greenwich University on Friday 28 March 2008 at Greenwich University.

The topic of the seminar was “How Brands are Made and Managed”.  
— Contd. on P/7

## Greenwich Makes its Presence Felt at Novartis Presentation

**N**OVARTIS is a prestigious pharmaceutical company which was created in 1996 through a merger of Ciba-Geigy and Sandoz, two companies with a rich and diverse corporate history.

Novartis and its predecessor companies have discovered and devel-



oped many innovative products for patients and consumers worldwide. The company aims at discovering, developing and successfully marketing innovative products which will prevent and cure disease. It also wishes to provide a shareholder return which rewards those who invest ideas and work in

— Contd. on P/9

## The World’s Local Bank Visits Greenwich

HSBC Shares Its Secret of What It Takes to Make It to the Top in a Bank

**H**SBBC is one of the world’s most renowned banks. Their international network comprises around 10,000 offices in 83 countries and territories around the world. Their innovative style of banking provides exclusive services, global insight and financial tools which are motivating the consumers to explore wealth opportunities world-wide.

HSBC has extended financial services in Pakistan and they believe in

— Contd. on P/5



## Greenwich Holds Workshop on English Language & Literature

**A** one-day workshop for teachers of English Language and Literature of “O” & “A” Level Schools was held at Greenwich

University on Saturday, January 26, 2008. The workshop, organized by the English Department, aimed at

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## ‘DuPont’ Appoints Tauqir Ahmed as CEO and Growth Leader Pakistan

**D**uPont Pakistan Operations (Pvt.) Ltd. [DPOL] announced the appointment of Tauqir Ahmed (Greenwich Alumnus) as Chief Executive Officer and Growth Leader, Pakistan, with effect from April 1st, 2008.

— Contd. on P/7





# Greenwich Tries Innovative Approaches to Teaching Presentation Skills

## Senior Students Accept the Challenging Task

ON March 31, 2008, we had a special evening at Greenwich with five of our undergraduate students of Business Administration (BS-BA), doing a highly professional seminar on public speaking skills. The aim of the seminar was to highlight the pitfalls in making presentations and to provide a detailed framework for planning and conducting presentations. Aziz Bhimani, a very confident, and eloquent speaker, introduced

the seminar by talking about how effective presentation skills can empower presenters. He pointed out that believing in myths about public speaking led to false assumptions and deterred people from improving their presentation skills.

The most crippling factor for speakers, he said, was the fear barrier which needed to be broken through. Aziz talked at length about the organizational structure of a presentation. The introductory part of a presentation



Ms Parveen Arshad: The moving spirit behind the Presentation Skills Seminar

really delighted the audience. Ayesha Tajwar who is a very confident and composed speaker elaborated on how the body of the presentation should be organized. She explained how key points should be supported with evidence, and how coherence and cohesiveness can be achieved with the use of transitional words and sequences. The information she gave was really useful. Sumair Shakir, the leader of the group, is a very dynamic, natural and

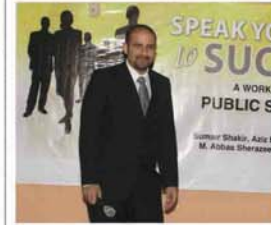


called for attracting the attention of the audience with the use of different techniques. Any lapses at this point could make one lose the audience.

Charmane Hoodbhoy talked about grooming and etiquette. Bold, spontaneous, precise and humorous, she



interactive presenter. He talked about body language, voice projection and use of visuals. He showed a number of visuals which aroused a lot of interest and hilarious comments.



One of the highlights of the seminar was a simulation of a job interview by Abbas Shirazee and Charmane. True



to her style, Charmane evoked a lot of laughter with her replies. Abbas was quite formal and realistic in his role as an interviewee except when Charmane made it possible for him to smile. The seminar ended on a professional note with Aziz giving a recap of the main ideas of the seminar.

Mr Waqas Zia beautifully designed the poster and backdrop of the seminar. The resounding applause given by the audience at the conclusion of the seminar was evidence of its fine quality and success.

We hope that this has set a tradition for Greenwich students to follow in the future. ■





## Men are Mortal but, Martyrs Never Die

**W**AZIR-E-AZAM, Benazir, Benazir." "Charo soubo ki zanjeer, Benazir, Benazir." "Ab to raj kerai gi, Benazir, Benazir." "Roshan Pakistan ki tasveer, Benazir, Benazir." These were the slogans every man was chanting on the morning of 18th October when their leader, their sister, their mother, their daughter was returning after living eight years in exile.

Not only were the workers of the Pakistan Peoples Party (PPP) chanting these slogans, but so was every person who wanted a new



Pakistan, a democratic Pakistan. The youngsters wearing the PPP flag were to be seen everywhere, slogans in favor of the party were being heard in every part of Karachi, little children, old men and women were all in a festive mood. Everyone wanted to receive Mohtarma Benazir Bhutto, and well over two million people showed up at the airport. A festive mood hung all over the city, the workers of the party had covered almost every sign board in Karachi with banners of "welcome Benazir welcome," and "Benazir aie hai rozgar lai hai."

When the plane landed at Karachi Airport, hordes of photographers gathered at the steps to capture the triumphant moment when Bhutto stepped on Pakistani soil after more than eight years of exile. This victorious woman who stepped out of the plane wearing an emerald green and white Shalwar Kameez, Pakistan's national colors, was very different from the "Pinkie" she used to be before her father's judicial murder. The "Pinkie" at Oxford was very different, she used to spend her vacations at top tourist destinations in the world, and at university she used to go for picnics and all she had on her mind on weekends was to drive to Central London in her yellow sports car for a picnic, have Ben & Jerry's peppermint stick ice cream and go back and study. At that time she was not the leader of millions, her father handled the politics, but

after the coup headed by General Zia-ul-Haq resulted in his martyrdom, it was the responsibility of Benazir Bhutto to be the leader. She often said, "I never chose this life, it chose me." Many thought the spoilt brat would never be able to lead the PPP, but she proved everyone wrong. She not only led the PPP but went on to become Prime Minister twice.

As she walked down the steps of the plane in the Pakistani tradition of blessing a journey's beginning, a copy of the Quran was held above her head; as her foot touched the tarmac she raised her hands, palms upwards, in prayer. Only then did she falter and tears rolled down from her eyes. These were tears of joy; later she told the media that she was, "just so happy to be back on Pakistani soil. It was as if a great weight had been removed from me, I counted the hours, the minutes, the seconds, and now I am finally back." The reason she came back she told the media was, "Today, the shadow of another military dictator casts itself apocalyptically over this unfortunate land. Today, Pakistan again stands precariously at the crossroads. Today, the nation cries out for a Bhutto and that Bhutto will be me. I will die if I have to, for the restoration of democracy, like my father."

Her convoy was moving very slowly because millions of people had come to see their leader. Everyone was chanting slogans like, "wazir-e-azam Benazir" "ab lay ker rahega hur insaan, roti kapra aur makan," and "jeay Bhutto!" Every person there was pushing each other because they were so eager to catch a glimpse of Mohtarma. People were showering rose petals on the truck of Benazir Bhutto from where she was waving to the crowd with

other PPP leaders. The sweet shops in Lyari and many areas where the PPP has a strong hold were sold out. The convoy moved at the speed of a few feet every hour, everyone was happy, but then a suicide bomber exploded himself, which resulted in the killing of 125 people and injuring over 450. The security included policemen and PPP's special security, "jan nisare Benazir" but they were unable to stop the bomber. However, Mohtarma was safely transported to Bilawal House.

This act of cowardice did not stop Bhutto from rallying and it also failed to stop the supporters of Mohtarma who came in large numbers to her rallies. She was once asked if such incidents were to take place sometime in the future would she give up politics? Her reply was, "We are fighters, Bhuttos never give up."

After her father's judicial murder, Benazir Bhutto spent much of her time fighting the regime, under house arrest or in prison. She continued the struggle of her father and was able to create a strong opposition against the regime, and she proved this in 1986. After a few years in exile she decided it was time to raise her voice against the regime and she decided she would return to Pakistan. Before boarding the plane, she had a conversation with Safdar Abbasi, a leader of PPP about whom she wrote in her autobiography. Safdar Abbasi told her they would be expecting about five hundred thousand people at Lahore where Bhutto was to land, and that he would tell this figure to the media, but Bhutto disagreed and told him to tell the media that they were expecting about one hundred thou-



sand, because if "470,000 people showed up, the regime would not be able to say we received less people than we expected."

But the people of Lahore proved both of them wrong. Millions of people were at the airport to receive her, and when she got the news from the pilot she thought it was a joke. As she got off the plane she saw the people who came to see her: the working classes, the taxi drivers, the domestic servants who were ready to die at a single wave of their leader. All approaches to the Lahore Airport were blocked by thronging crowds who had been waiting since the previous night. By dawn, the crowd had swelled up to over two million. They not only came from the adjoining areas, but also from the remotest districts of Punjab, Sindh and the Frontier. The atmosphere was more festive than political, the streets were decorated with the PPP tricolor flags, colorful bunting and banners. Several groups danced to anti-martial law songs. After all, this was the home coming of their leader, the chairperson of the PPP. People were raising slogans against the then regime and many were asked what Mr Bhutto or Benazir had given them that they were mad about her and her party. One taxi driver replied, "Bhutto may not have given us anything in material terms, but he did give us the realization that we are human beings, we have rights and now we want change and only Benazir can bring about that change." Mohtarma rallied all over Pakistan and attracted millions of people at her rallies. Wherever she went, crowds gathered and this was the same crowd who stood up for Bhutto when the coup against him was launched and he was imprisoned. They were punished with lashes, but with every





lash they shouted, "aien ko bahal karo," "Bhutto ko reha karo."

These supporters showed their personal happiness when Mohtarma decided to marry Asif Ali Zardari. Many believed the rumors that Benazir had given up politics and now would continue her life as an ordinary housewife, but then in an interview she told her workers and supporters, "I have married but my priority is Pakistan, a Pakistan with democracy." This put down all the rumors and well over 500,000 people showed up at the public wedding of Benazir on December 18th 1987. This marriage resulted in three children, two daughters and one son, Bilawal, Baktawar and Aseefa.

Benazir belonged to a very rich family. Her family was known as the elite of the elite, the largest land-owning family in the province of Sindh, and later the family became one of the largest political dynasties. The family made many sacrifices for Pakistan; the large family of six has now been reduced to two. The first death in the family was of Zulfikar Ali Bhutto, who was hanged on April 4th by the military dictator, General Zia-ul-Haq. Mr. Bhutto never trusted the army, so he appointed Zia-ul-Haq as the Chief of the Army Staff who was loyal to him, but later he headed a coup to overthrow Mr Bhutto, who faced a trial and was later executed.

Bhutto's trial began on October 24 on charges of "conspiracy to murder" of Ahmed Raza Kasuri. The prosecution produced a witness, Masood Mahmood, who had been the Chief of the Federal Security Force under Bhutto. Mr Mahmood testified that Bhutto had ordered the killing of Kasuri. Four men who were arrested and charged as Kasuri's assassins testified to confirm Mahmood's testimony. Bhutto charged that the army had fabricated the evidence and accused Justice Maulvi Mushtaq Ali of taking orders from Zia. The Lahore High Court sentenced Bhutto to death on March 18, 1978; he was also to pay a fine of Rs.25,000 or face six months rigorous imprisonment.

While General Zia published a White Paper accusing Bhutto of rigging the 1977 elections, the Supreme Court of Pakistan agreed to hear Bhutto's appeal. Chief Justice S. Anwarul Haq adjourned the court until the end of July 1978, supposedly because 5 of the 9 appeals court judges were willing to overrule the Lahore verdict. One of the pro-Bhutto judges was due to retire in July. Chief Justice S. Anwarul Haq presided over the trial, despite being close to Zia,

and even served as Acting President when Zia was out of the country. Bhutto's lawyers managed to secure for Bhutto the right to conduct his own defense before the Supreme Court. On December 18, 1978, Bhutto made his appearance in public before a packed courtroom in Rawalpindi and addressed the court for four days continuously. On February 6, 1979, the Supreme Court upheld the verdict by a narrow 4 - 3 vote. Bhutto appealed to the court to review its decision, but the plea was rejected on March 24. Despite personal appeals from various heads of state, Zia refused to commute the sentence. Bhutto was executed by hanging in the early hours of the morning of April 4. Immediately after his hanging, there were violent protests in Pakistan, as many felt that Zia should meet the same fate. The regime was able to kill Mr. Bhutto but there remained a powerful, persistent, possibly growing but certainly undying, mystic belief held by millions of



people, not only by Sindhis but Punjabis, Balouchis, and Pathan tribesmen as well, that "shaheed" Zulfikar Ali Bhutto was never hanged, that he never died. "zulfikar bhutto lives on," they say, "and he always will!"

### Come what may, the Bhutto legend lives on!

After Mr Bhutto, it was the turn of Mir Shahnawaz Bhutto who was the youngest of the four children Mr. Bhutto had. Benazir Bhutto described him as, "he could bring life into the dead, could make you laugh till you cried." On July 18, 1985, the 27-year-old Shahnawaz was found dead in his French Riviera apartment in Nice. He died under mysterious circumstances, and the Bhutto family firmly believe he was poisoned. No one was brought to trial for murder, but Shahnawaz's wife Rehana was considered a suspect by the French

authorities who kept her in their custody for some time. She was not found guilty and later allowed to travel, and went to the U.S. Shahnawaz was believed to have helped organize a group designed to overthrow the regime of President Mohammed Zia-ul-Haq. The funeral of Shahnawaz turned into a defiant show of opposition to Zia's military rule. It was held in Larkana Sports Stadium, attended by an estimated 25,000 people.

After the the tragic death of Shahnawaz, the family suffered a great blow because of the death of Mir Murtaza Bhutto. On the night of 19th September 1996, the estranged brother of Pakistani Prime Minister Benazir Bhutto, and the only surviving son of the Martyr Lion of Sindh Mr. Zulfikar Ali Bhutto, Mir Murtaza Bhutto, was shot dead along with 6 other party activists in a police encounter near his residence.

After all these deaths in the Bhutto family, it was time for Benazir

Rawalpindi rally, I felt my father walking beside me and saying he was around to support me." At the funeral, which was held at Naudero, the ancestral place of the Bhuttos, in unison the PPP supporters chanted, "zinda hai, Bhutto zinda hai." While their eyes brimmed over and their voices choked, a certain inexplicable energy seemed to exude and the incantation grew stronger, almost as if Benazir Bhutto was prodding and willing them from above. To all of them, the life of Benazir Bhutto had seemed a part of the natural order of things, a thing as certain as the rising or the setting of the sun. Benazir Bhutto was a publicity guru's dream, with the power to command more global attention than her successors ever could, even in her death. Her father, with his legendary charisma, continues to be revered by a vast populace, even thirty years after his death, for his sheer magnetism, a quality she inherited from him. While some of her competitors spoke timidly behind bulletproof glass kiosks at their rallies, she literally looked death straight in the face in her determination to pursue her campaign trail. Looking back at the photographic montages of her early years, we are reminded of the same idealistic Benazir Bhutto who, resplendent in green satin with crimson lip-gloss, puffed hair, her complexion radiant with elation, took her oath for the first time. It's hard to believe that she could die. Today as she lies six feet under, her persona evokes a rare kind of glamour etched with underlying tragedy that only a very few personages can possess. That places her among world icons. Benazir Bhutto will always be remembered by friends and foes alike. In her death she stands martyred in a way no one could ever have imagined. We lost a leader, and that the leader was being air lifted in a casket and her grave was ready to receive her jolted me, and brought waves of tears and I shed them all in silence. Whether one politically supported her or not, none can say they were untouched by her aura. "Zindagi Benazir thi teri. Mout bhi Benazir hai teri."

Bhutto's body was flown to her hometown of Garhi Khuda Bakhsh in Larkana District, Sindh, and was buried next to her father in the family mausoleum at a ceremony attended by hundreds of thousands of mourners. This was the tragic end of the legendary Benazir Bhutto, but many believe that she is not dead and at the mention of her name shout the slogan, "kal bhi Bhutto zinda tha aaj bhi Bhutto





zinda hai." Before coming to Pakistan she wrote a will which showed that she knew this could happen to her, so she had already named the Chairman of PPP. Bilawal was appointed Chairman of the Pakistan Peoples Party on 30 December 2007. His father, Asif Ali Zardari, had been named the new chairman in Benazir Bhutto's will, but he asked for his son to be appointed instead. Asif will be co-chairman. In the same press conference Asif also announced that Bilawal would henceforth use the name "Bilawal Bhutto Zardari", whereas he was previously known as "Bilawal Zardari," and that all his children would include Bhutto in their surname.

Now the responsibility has been transferred to Bilawal Bhutto Zardari, the 19 year old youngster who barely knows anything about politics in his country. He is currently studying at Christ Church College, Oxford, the same

University from where his mother and grandfather had graduated. He is just a simple teenager who loves to spend time with his friends, go on picnics and eat junk food, just like his mother had been before the judicial murder of her father which transformed her into someone who gave her life for democracy. Perhaps Bilawal too, will be transformed into a charismatic person like his mother, who fought for democracy till her death. All we can say is God bless him, give him patience and leadership qualities like his mother. "THE SON WILL RISE," is the thought of every PPP worker and they all pray for the success of Bilawal Bhutto Zardari.

**MEN MAY COME MEN  
MAY GO BUT THE BHUTTO  
LEGEND LIVES ON!**

*Written by: Naveed Ahmed Mughal*  
This article has also been placed on the official website of the Pakistan Peoples Party. ■

—Contd. from P/1

bridging the gap by the academic and the corporate world. In connection with this HSBC collaborated with Greenwich University and arranged a session for registering students for the HSBC Management Trainee program. This session took



place on April 8, 2008, in Room "H" at Greenwich University. Two representatives from HSBC conducted a presentation on objectives



and functions of the bank. Ms Charlock D'Souza manager recruit-ment, HR, registered students for the MA program and announced the



HSBC Share Its Secret



date and procedure for the aptitude test. The session was followed by a Quiz, in which students showed their interest and seriousness for the opportunities floated by HSBC. The students were rewarded with gift hampers. Overall the recruitment session ended with great harmony and enthusiasm. Such opportunities are rewarding for the Universities and it enhance careers in banking in Pakistan. ■

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enhancing the teaching skills of in-service teachers. Ms Lubna Ahsan was the workshop co-ordinator.

The first session on teaching of English literature, was conducted by Ms Naz Ahsanuddin, of Karachi Grammar School. In this workshop, teachers, and academics gathered as a community of readers, immersing themselves in classic and contemporary literature. The main objective of the workshop was to enable readers



to develop new interpretations by stepping into and moving through the text, using their own unique perspectives, and learning how intuition, background experiences, and personal involvement can construct meaning for readers.

The workshop was based on Jane Austen's "Emma", the sparkling comedy in which a well-meaning young heiress and her matchmaking



Workshop on English Language & Literature



schemes result in comic confusion for the inhabitants of a remote 19th century English village.

The second session of the workshop was on English language, conducted by Prof Kaleem Raza Khan, Chairman of the English Department of Karachi University.

The workshop attempted to suggest standard ways to control various aspects of speech such as pro-



nunciation, volume, pitch, rate, etc. across different platforms.

The scope of these workshops was restricted in order to make the best use of the participants' time. In general, the discussion at the workshop remained focused on the workshop goals.

The workshop was attended by teachers from various schools in the city, including Beacon House, The City School, D.C.W, D.H.A O&A Levels, Avicenna, Generations, Bayview High, Falcon Grammar and other schools. ■





## Evolving Status of Women in Pakistan

Women achiever conference provides new impetus to professional women

**T**NI (Training Network International) and GEO TV collaborated to organize Pakistan's First Professional Women Achiever's Conference

This prestigious conference took place at Marriott Hotel, Karachi on March 26th and March 27th from 9 am to 5 pm. It gave the attending audience an opportunity to learn from the experiences of women achievers and share their own.

Greenwich Students and Faculty attended the event.

Although the conference primarily targeted working women, Greenwich University provided the attending female students an opportunity to attend.



Ms. Mahwash Amer, Greenwich Faculty member extended this opportunity to the highest GPA holders (at required credit hours) female students including Anoosha Pervaz, Sobia Pervaz, Ayesha Tajwar, Ruby Dastur and Fatima Hussein. Ms. Lubna Ahsan also accompanied Ms. Mahwash Amer, representing Greenwich Faculty.

### DAY 1

Following the opening address by ABBOT anchorperson (organizer of the event), Ms. Hina Bayat initiated the speeches.

On the first day of the conference, the following speakers addressed the attending delegates:

- ❖ Ms. Hina Bayat – Senior Producer of GEO Television
- ❖ Ms. Yasmeen Lari – First Woman Architect of Pakistan
- ❖ Ms. Rahila Naurejo – Founder of Naurejo Human Resource Foundation
- ❖ Division Head of Credit and Liability Department at Saudi Pak Bank
- ❖ Ms. Roshaneh – Founder of Kushup Microfinance Bank
- ❖ The speakers enlightened the audience by discussing the meaning of women empower-

ment and how it differs for every woman, ranging from personal growth to professional growth. Hina Bayat, being a representative of the media spoke about the 'significant others' in the life of a woman, including her husband, parents and even in-laws at times who play an equally complementary role in her success. Ms. Rahila Naurejo continued the discussion started by Ms. Hina Bayat, and spoke on the 'The Emotional Intelligence' Quotient (EQ). As women have an advantage over men due to this EQ, it is up to women according to Ms. Naurejo to pass it on to men before they get 'obsolete'.

Ms. Yasmeen Lari highlighted the

several historic monuments and cultural souvenirs of Sindh especially Thatta that are in ruins now. Her discussion was aimed at bringing about awareness in the masses regarding the social and cultural issues we face as persons and not just women, and the necessity to force a change.

Day 1 ended with a round table discussion anchored by Ms. Ayesha Tamehak and a concluding speech by Ms. Rubina Jamal on 'How Can We Be the CEO of Our Lives'.

Greenwich University Delegates were appreciated by Ms. Rubina Jamal for being the most active audience. As Greenwich University was the only university attending



the event, the present faculty and students used the opportunity to gain an acknowledgement for themselves as well as the university.

### DAY 2

Following an opening discussion by the ABBOT anchor person, the following speakers addressed the audience:

- ❖ Ms. Maleeha Lodhi – former U.S. Ambassador and U.K. High Commissioner
- ❖ Mr. Leon Menezes – Division Head of Shell Pakistan
- ❖ Dr. Shamshad Akhtar – Governor State Bank of Pakistan
- ❖ Female Faculty of Aga Khan University
- ❖ Division Head of Credit Department at First Women Bank

Ms. Maleeha Lodhi who had flown to Pakistan at 5.30 a.m. in the morning to address the conference, spoke about a variety of issues facing women in the international arena. According to her, women do get extra recognition due to their gender which at times carries a positive connotation because of their sense of responsibility. She quoted an event she was attending, to address the audience as a U.S. Ambassador to Pakistan, and was mistaken as his spouse. She addressed several queries ranging from the U.S. impression of Pakistan to her personal impression of the professional role of women.

Dr. Shamshad Akhtar, undoubtedly the guest speaker of the event, commented on the State Bank's role in offering an equal opportunity to female candidates, with no discrimination (or reverse) over men due to their gender. She briefly touched the issue of inflation and how a worldwide hike in oil prices coupled with the increasing population of Pakistan, are two undisputed factors driving up the Sensitive Price Index (SPI).

Mr. Leon Menezes brought in a different outlook to the women empowerment discussion, as he was the only male speaker who had

chosen to speak at the event. He spoke about discrimination and the glass ceiling at work faced by both genders. According to him, merit coupled with experience and confidence was the only way to give oneself career uplift.

Day 2 ended with an award ceremony for the attending speakers. The entire event was covered on camera by the only woman camera person of Pakistan. Ms. Lala Rukh.

### THE EXPERIENCE WE BROUGHT BACK TO GREENWICH

Pakistan's First Women Achievers' Conference gave an opportunity to Greenwich students to learn from these accomplishments that milestones await us in our lives ahead. Such events are a gateway for a successful journey.

– By *Mahwash Amer*  
Assistant Professor

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his valuable support and professional guidance which was reflected in this exercise.



The team left the University at 11:15 am and Makro Mania was their first destination where they found national and international brands competing with each other.



At Millennium Mall, and Dolmen Mall they identified enticing promotional activities.

The Forum provided a unique aura where EBCO positioned itself as a premium environment for customers to shop.

At Park Towers the entrance was innovative to catch consumers' attention. There was a screen on the ground into which flowers were projected which moved with the movement of feet.

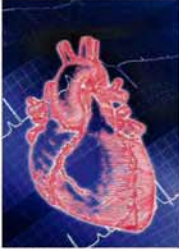
During this trip the students learned a lot and I can say, at each point there was something unique and different that we came to know and our instructor pointed out things that we couldn't spot. In a nutshell, this trip was a blast!

– By *Zain Ali Husnani, Roll # BS18 1351*



## STROKE IDENTIFICATION: Save Human Lives by Reading Through This Real Life Story

**D**URING a BBQ, a friend stumbled and took a little fall – she assured everyone that she was fine and just tripped over a brick because of her new shoes (they offered to call an ambulance). They got her a new plate of food – while she appeared a bit shaken up. Ingrid went about enjoying herself for the rest of the evening. Ingrid's husband called later telling everyone that his wife had been taken to the hospital – (at 6:00pm, Ingrid passed away). She had suffered a stroke at the BBQ. Had they known how to identify the signs of a stroke, perhaps Ingrid would be with us today. Some don't die. They end up in a helpless, hopeless condition instead. It only takes a minute to read this.



awareness spells disaster. The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke. Now doctors say a bystander can recognize a stroke by asking three simple questions:

**S** Ask the individual to smile.

**T TALK.** Ask the person to SPEAK A SIMPLE SENTENCE (coherently e.g. "It is sunny out today").

**R** Ask him or her to RAISE BOTH ARMS.

If he or she has trouble with ANY ONE of these three tasks, for medical help call 115 immediately! and describe the symptoms.

**NOTE: Another 'sign' of a stroke is**

1. Ask the person to 'stick' out their tongue.
2. If the tongue is 'crooked', if it goes to one side or the other, that is also an indication of a stroke. A prominent cardiologist says if everyone who has now come to know about this and shares it with 10 people, or sends it to 10 people, you can bet that at least one life will be saved.

.... and it could be  
your own .... ■

### STROKE IDENTIFICATION:

A neurologist says that if he can get to a stroke victim within 3 hours he can totally reverse the effects of a stroke. He said the trick was getting a stroke recognized, diagnosed, and then getting the patient medically cared for within 3 hours, which is tough.

### RECOGNIZING A STROKE:

Remember the "3" steps, STR. Read and Learn! Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of

— Contd. from P/1

Tauqir Ahmed joined DuPont in 2006 as a Business Development Manager, playing a key role in spearheading the strategic growth of DuPont in Pakistan and the rising prominence of new growth projects. Tauqir brings in a wealth of experience working over nine years in multiple key positions in Sales, Marketing, Operations and Business Leadership at a multinational organization working in Pakistan. A certified Six Sigma Green Belt professional, Tauqir has overseen substantial advances in Pakistan and emerging neighboring markets.

When taking on his new role, Tauqir said, "DuPont is a market-driven science company and one of the most admired companies globally. We grew significantly last year and now embark upon the next growth phase of the company. I am very excited about prospects in Pakistan, an emerging market with significant strengths to capture future opportunities for aggressive

growth. Our entire team is intensely focused on delivering increased value to our local customers."

DuPont is a science company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

DuPont Pakistan Operations (Pvt.) Ltd. [DPOL] is a subsidiary of E. I. DuPont de Nemours and Company. Headquartered in Karachi, DPOL started its operations in 1989, expanding its local presence to Lahore, Pioneer Pakistan Seed Processing Plant in Sahiwal and DuPont Refinish Training Centre in Karachi.

DuPont believes in powerful philosophy of The miracles of science™ to create a better living for all. ■

— Contd. from P/1

Meaningful Inter-Action

In her message, she extended her heartiest felicitations on this occasion. She appreciated the splendid services provided by the Synergy Group to business, industry and society in general.

She also thanked the guest speakers: Mr Ali Raza Merchant, Mr. Mahmud Nanji and Mr Akhtar Mehmed for taking time out to share their knowledge with the participants of this seminar.

At the outset, Mr Mahmud Nanji, Chief Marketing Officer, Tapal Tea (Pvt) Ltd. was invited for his deliberations. He discussed the



role of a Brand Manager in a target market to promote products by motivating buyers to buy only their product. He said that brands were originally developed as Labels of Ownership: Name, Term, Design, Symbol etc, but today, it is what they do for people that matters much more. How they reflect and engage them, how they define their aspirations and enable them to do more. Powerful brands can



drive success in competitive and financial markets, and indeed become the organization's most valuable assets. He threw light on how branding took place in the market and how he made people buy Tapal Tea. Before inviting the second speaker, Prof. Rafat Karim read a message of the Vice Chancellor for the event.

Mr Ali Raza Merchant, Executive

Director Synergy Group, was the second speaker. The main idea he presented was how a conglomerate of Christian Churches in Singapore, introduced people to God as an



intangible good / product. He made it clear that although there many followers of Taoism, Buddhism,



Islam, Christianity and Hinduism etc. lived in Singapore, they were unaware of God, and only believed in business. His message was, if one is determined, anything, even intangible goods, are made to sell.

The third and last speaker was Mr Akber Mahmud, Chief Executive Officer, Brand Image, and a faculty member of IBA, who imparted brand management knowledge in real terms. He expounded on how a product is branded in the minds of people and how buyers are made to love the product. He said that the brand itself was a gust and a perception, that a brand manager had to develop in the minds of buyers, to motivate and push them to buy only that particular product. He further emphasized that branding is a battle that is fought in the minds of buyers, since it is intangible and a sort of product promotion.

The seminar ended with a vote of thanks to the speakers and the audience. At the end, three Greenwich University Shields were presented to the speakers by Prof Dr Rafat Karim, Dean Faculty of Arts. Ms. Sadia acted as Anchor-Woman. ■





A workshop on "Business Research Methods" was conducted by Ms Mahwash Amer on February 8, 2008. It was mainly focused on the sources, needs and implementation of Business Research in the corporate sector. It was conducted to help undergraduate and post graduate students who are engaged in Dissertation/Thesis. Mahwash Amer emphasized the fact that Universities are characterized as institutions for the advancement and dissemination of knowledge through teaching and research. It is the research function that distinguishes universities from other tertiary institutions.

## A WORKSHOP ON "Business Research Methods"

The work shop had the following purposes:

1. To advance knowledge in both basic and applied areas.
2. To train graduate and postgraduate students to carry out research.
3. To encourage research-based teaching.

Greenwich University has set up a Research Facility Center that aims to guide and help students in their



Ms Mahwash Amer conducted the workshop.

research work. High – quality research / education, and intensive interaction with other disciplines and social organization, is the hallmark of Greenwich University. The task of business research is to generate accurate information for use and decision-making. As we emphasize the need of business research we come across business research tools and methods in order to analyze data for aid in making business decision.

The systematic and objective process of gathering, recording and

analyzing data to sort out the solutions of business issues is business research. It suggests that information is neither intuitive nor haphazardly gathered. Literally, research means to search again. It connotes patient studies and scientific investigation wherein the research takes another, more careful look at data to discover all that can be known about the subject of study.

The workshop of business research points out that its objective is to facilitate the managerial decision-making process for all aspects of a business: finance, marketing, personnel and so on. It is not restricted to one aspect of business.

An essential tool for management in its problem-solving and decision-making activities, business research generate: and provides the necessary qualitative or quantitative information upon which to base decision. By reducing the uncertainty of decision, research reduces the risk of making wrong decisions. However, research should be an aid to managerial judgment, not a substitute for it. Applying research is technically a managerial art.

The workshop was attended by a large number of students. ■



## Greenwich Team Wins Inter-Provincial Darts Championship 2008



Greenwich University offers its congratulations to the Greenwich University Darts Team for winning the second prize in the Inter-provincial Darts Championship on January 25-26, 2008.

The Final was played between Greenwich University and Punjab Team (the former national champions).



Greenwich Team comprised the following students:

1. Muhammad Murtaza Vaid (BS17 1254)
2. Muhammad Faraz Modi (BS17 1202)
3. Hassan Rauf (BS25 1905)
4. Aymen Mir (BS20 1479)

**WELL DONE GREENWICHIANs!**





Contd. from P/12

Games at IGI & LUMS



to maximize the Net Asset Value (NAV) of each team. The winner was the team which achieved the highest NAV by the end of five weeks.

initial investment amount of Rs.5,000,000. They received a cheque of Rs.16,000, and also won the 1st weekly prize of an IPOD, and were



A sum of Rs.50,000 was distributed between the top three teams in proportion to their respective gains. Similarly, the team generating the



presented with shields and certificates as tokens of their achievement.

**Congratulations to the Greenwich Team on their brilliant success!**

Ms Seema Mughal, Vice-Chancellor, Greenwich University and the faculty members lauded their brilliant success in a highly competitive environment, both at IGI and LUMS virtual investment game.



highest gain on Week to Week bases were declared the winner for that week, and was awarded an IPOD.

The team from Greenwich University comprised Fazal Ihsan, Waqas Younus, Muhammad Ali Lakhani and Mehdi Gheblehzadeh. These four students developed carefully-designed aggressive strategies, and finished in the 2nd position at the end of the tournament. They managed to make a staggering gain of 42.84%, which translated into Rs. 7,141,898 from the



فزل  
کیوں فریب نگہ لطف میں آیا ہوگا  
جس نے اسے ہنسم تماشا اُسے دیکھا ہوگا  
جس کو سمجھا کئے دریا اُسے پایا ہے سراب  
ہم نے صحرا جسے سمجھا ہے وہ دریا ہوگا  
سر سے جانے گا نہ بے راہ روی کا الزام  
میں نہ ہوں گا، تو میرا نقش کب یا ہوگا  
حلقہ سبک ملامت تو مجھے ہونا ہے  
چپ رہوں اب تو شوشی کا بھی چہچہا ہوگا  
ہم کو برباد کسی نے تو بہر حال کیا  
تم نہ ہوگے تو کوئی اور وہ تم سا ہوگا  
شب تیرہ کا یہ انداز پتا دیتا ہے  
صبح سے پیلے اُجھی اور اندھیرا ہوگا  
اُس کی دُڑ دیدہ نگاہی سے یہ انداز ہے  
زخمِ دل اور بھی شاید اُجھی گھبرا ہوگا  
سیددکیم الدین دمک

**Ms Ahsan Acts as a Judge at Declamation Contests**

Ms Lubna Ahsan, an experienced teacher of English Language and Literature, was invited to be a judge at the All Karachi Inter-Collegiate Annual Bilingual Declamation Contest at D.A. Degree College for Women, Phase-VIII, D.H.A. Karachi

This contest was held on January 30, 2008, and the chief guest was Ms. Shujaat Ali Baig, Education Minister Sindh.

Ms Lubna Ahsan was also invited to be a judge at the 2nd Inter-School Education Competition on November 16, 2007 at Foundation Public School, P. E. C. H. S. Karachi.

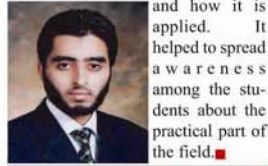


Contd. from P/1

**Yasser Shivani Delivers a Lecture at BIZTEK University**

YASSER Shivani, an undergraduate student of Business Administration (BS-BA) at Greenwich University, was invited as a guest speaker at Biztek University. The topic of the seminar was "Introduction to Corporate Finance and its Applications". The seminar was conducted for the BBA class of Introduction to Business Finance at Biztek University.

The basic aim was to equip the students with the basic framework of what Corporate Finance actually is and how it is applied. It helped to spread a awareness among the students about the practical part of the field.



Novartis Presentation

the company. It has more than 100,000 associates in 140 countries worldwide.



Novartis came to Greenwich with a Branding Day Campaign on Thursday, February 14, 2008. They brought along their Human Relations Team which addressed Greenwich University graduates and informed them of career opportunities within their organization.

The team consisted of the following personnel:

1. **Mr. Merajuddin Ahmed**, Director, Human Resources.
2. **Farishteh Ghaswala**, Franchise Head.



3. **Mr. Ali Amir**, Marketing Head OTC.
4. **Mr. Jawad Qureishi**, Manager, Human Resources (Sandoz).

Ms. Farishteh and Mr. Ali Amir are alumni of Greenwich, so it was an especially significant event for the university for them to head this team. The students responded with great enthusiasm and interest to this unique opportunity which was given to them by a company with worldwide affiliations.



**ACE-BYTE**

**Ever Thought of Being an Achiever?**

A university is a centre of higher learning, the one place where creative intelligence can be freely developed and allowed to work on the emerging problems and issues of contemporary life, as well as the recurring problems of standards and values. So long as university degrees continue to be the pre-requisite for higher services, universities will prepare people for them. Yet what most students do not realize is that the university is that mount of light that equips them with everything that they will need to excel in their future. The significance of a degree is merely their attitude towards work. The rest of the puzzle lies within them, the students, to prove not what they know, but what they can make happen with what they know. Those hard work ethics are sure to help them in every aspect of their lives.

In recent times there have been a lot of vocal and written criticisms of universities in Pakistan. Prominent public men and scribes who have made their mark in various walks of life, have expressed their views on this subject. The most common complaint is that our universities are not recognized abroad. Many believe that only LUMS, IBA, CBM and SZABIST are A-grade universities; but newsflash...the future of students cannot be bought through developing a lavish campus life and having an expensive fee structure.

The quality of education can never equal the quantity factor when it comes to knowledge being power. Greenwich University is also an A-grade university that is recognised by the Higher Education Commission (HEC) as a degree-awarding institution. Its degree is also recognised in the West, be it the United Kingdom, the United States or Canada.

The truth about university education is that when students are inspired with the hope of passing certain examinations, and not with the love of knowledge or the intelligent study of human problems and purposes, the entire objective of university education is defeated. An ideal university should create a vigorous intellectual and creative environment, where the best and the most creative minds will find a welcome refuge for their study and research, and where a constantly renewed stream of young men and women will be trained to be sent out as the heralds of progressive social, political and moral values. That should be the true spirit of university education.

Greenwich has undergone many changes to maintain its leadership status in the pursuit of excellence. It has upheld the cultural diversity, the values and the traditions that the Pakistani nation is enriched with. The strong foundation of knowledge-based education, coupled with extra-curricular activities

has made Greenwich a leader in its league. Whether it is sports or any sort of competitions, one cannot argue against the true potential of this prestigious university and its scholars. I believe we are all born to do anything, but the greatest obstacle is realizing who we are, and what we are capable of.


Therefore, I would like to conclude with some words of wisdom for

you students to ponder upon, which no degree or profession will teach you, but you have to realize yourself, that:

‘The world is divided into those who want to become someone, and those who want to accomplish something. Which one are you?’

— Moez Allidina  
Greenwich Alumnus (Canada)

**THE BOSS**



A guy phones up his boss, but gets the boss's wife instead; "I'm afraid he died last week.", she explains. The next day the man calls again and asks for the boss. "I told you" the wife replies, "he died last week." The next day he calls again and once more asks to speak to his boss. By this time the wife is getting upset and shouts:

**"I'VE ALREADY TOLD YOU TWICE, MY HUSBAND, YOUR BOSS, DIED LAST WEEK! WHY DO YOU KEEP CALLING?"**

"Coz" he replied, "I just love hearing it"

**WEDDING BELLS RING**

 <p><i>Dr. Sadia Rafi of Greenwich University with her husband Dr. Mumtaz Ali. The wedding was held on December 13, 2007.</i></p>	 <p><i>Mr. Ahmad Kamran of Greenwich University with his wife Ms. Samreen. The Nikah Ceremony was held on January 02, 2008.</i></p>
 <p><i>Mr. Naeem Abdullah Gill of Greenwich University weds with Ms. Rehana Emmanuel on December 29, 2007.</i></p>	 <p><i>Ms. Huina Naz, Librarian, Greenwich University with her husband Mr. Shehzad Ahmed Qureshi. The wedding was held on March 15, 2008.</i></p>



## Barrier Free Environment for Physically Challenged Persons

Huzaiifa receives acclamation for his efforts

ON February 9, 2008, the Ministry of Special Education organized a seminar on "A Barrier Free Environment for Physically Challenged Persons" in Islamabad. Barrister Shahida Jamil, former Minister of Special Education and Social Welfare was the main organizer of this event.

problems of physically challenged people, but to impress upon the concerned authorities to take appropriate action in this regard.

A bill should be passed which could ensure proper facilities and accessibility for physically challenged people at all public places.



Show You Care and the Rotaract Club of Karachi were invited to give presentations on this very vital issue.

Our students participated in this conference and presented their viewpoints with great enthusiasm. Huzaiifa Sadiq Ali displayed the documentary that he had prepared.

The purpose of the seminar was not only to highlight the manifold



Contd. from P/12 Debate



Transparency International Pakistan, a non-profit organization. Greenwichians captivated the audience with their convincing arguments and witty remarks for a full four minutes each, both in English and Urdu. The jam-packed auditorium echoed with rapturous applause at each pause given by the speakers.

Dr Pirzada Qasim, Vice-Chancellor, University of Karachi, was the chief guest at the occasion. Mr Saad Rashid, Executive Director, Transparency International Pakistan, in his speech appreciated the performances and wished the speakers success in life, but with no grain of corruption.

The competition was held on April 19, 2008, in the Arts Auditorium of University of Karachi. All public and private sector universities took part in it and Greenwich University was crowned with success. ■



## CONDOLENCES

The Management, Faculty and students body of Greenwich University join in condoling the sad demise of the elder sister of Mr Abul Kalam, Department of Corporate Services and Placement.

We pray to Almighty Allah to rest her soul in eternal peace, and we offer our deepest sympathies to our colleague.

The Management, Faculty and students body of Greenwich University sympathize with Mr Ahmed Kamran, In Charge Students Affairs, at the sad demise of his mother, on Sunday, February 17, 2008. May Allah Almighty grant strength to the grief-stricken family to endure the irreparable loss.

The mother of Mr Farooq Ahmed, Lecturer, Department of Education, left for her eternal abode on February 6, 2008. The Faculty, Management and the students stand by the bereaved in this moment of grief.

The Management, Faculty and students of Greenwich University express deep sorrow at the sad demise of the father of Mr Shoaib Hayat, a student of BS-BA, and the father of Ms Ayesha Nisar Punnoo, a student of BS-BA. May Allah Almighty grant the bereaved families fortitude to face this hour of grief.



University and Minister of Higher Education of the UAE).

This was indeed a conference to remember, and an eye opener for women entrepreneurs, mentors, educators and leaders. ■



### میرے اندر

دشمنوں کا اک عجیب ساں ہے میرے اندر  
انکار تو کا ایک عیالیاں ہے میرے اندر  
مہبتیں فرصت تلاش کرتی ہیں  
مہبتوں کا ایک انسان ہے میرے اندر  
لفظ بوجھ بن کر حلق میں اڑ جاتے ہیں  
کیا کوئی اثر نہیں ہے میری زبان کے اندر  
نفرت اور شک کاٹتے ہیں مجھے ہر پہل  
پتہ ایمان یا پھر کوئی بے ایمان ہے میرے اندر  
بے پردہ آنکھیں اور ٹوٹا ہوا یقین  
اپنا اپنا سا کوئی گماں ہے میرے اندر  
کبھی بس دس کبھی روڈوں، خوش رہوں یا خفا  
بساط زندگی کا کھل بیجان ہے میرے اندر  
خوابوں کی دنیا کا حکیم بادشاہ ہوں میں  
بند پگلوں میں سما ہوا ارمان ہے میرے اندر  
کھکھ کر قلم اور کاغذ سہم جاتے ہیں  
کوئی کیا روکے دیوان ہے میرے اندر  
آزاد سکول پر اپنے جب پروازوں میں ہوتا ہوں  
تیز ہوا میں اور اونچا آسمان ہے میرے اندر  
میں اپنے ہی الگ اپنی پگلوں پہ سجالیتا ہوں  
خاموش ہوں کہ بے بس راز دان ہے میرے اندر  
روح کا پتہ ہے کہ کفن ہاتھ میں ہے  
چند سانس ہیں جو مہمان ہیں میرے اندر  
عرفان راہو

Contd. from P/12

### Global Leaders Conference



During this three day conference, there were interactive workshops, panel discussions, and round table meeting with prominent women leaders from across the world. Students from over 100 universities



also participated, lending a true international flavor to this gathering.

Some of the distinguished speakers included Madam Helen Thomas, Carol Bellamy (Former President of UNICEF and CEO of World Learning), HH Sheikhha Manaal Bint Rashid of Forsa Corp., Madam Raja al Gurg (President UAE Business Women Council at Dubai Chambers of Commerce), HH Sheikh Nahyan Bin Mubarak Al Nahyan (President Zayed





WOMEN AS GLOBAL LEADERS CONFERENCE IN DUBAI

# Kanwal Malik and Amna Khan Represent Greenwich University

From 12 to 18 March, 2008, a prestigious leadership conference, WAGL, was held in Dubai under the auspices of Zayed University, with Dr Suleman Jassim, Vice-President of the University as the Chief Organiser. The Key Note address was delivered by Sheikh Nahyan Bin Mubarak Al Nahyan at the opening ceremony.

The venue of the conference was the beautiful Madinat Jumeirah, which is a city within itself, with canals and boats and many shopping malls and restaurants.

At this conference, Greenwich University was represented by two of our former alumni, Kanwal Hashmat Malik, who is the Chief Executive of the Body Shop Franchise in Pakistan, and Amna Khan, who is a renowned producer and direc-



tor for several TV channels.

Delegates from various parts of the world participated in this conference, including the renowned award winning actor and human rights activist, Jane Fonda.

Apart from the various enlightening speeches, many interesting functions were arranged for the delegates,



such as an expedition to the Sahara Desert Resort on Day 2 of the conference, lavish meals in the true tradition of Arab hospitality, gala dinner, theatre and amazing light and fireworks performance, and a presentation by an acclaimed comedian and hypnotist, incredible Boris.

- Contd. on P/11



## DEAN'S LIST

Undergraduate — Fall 2007		G.P.A.
1	BS26 1966 Maryam Tariq	3.83
2	BS26 1967 Mashal Khan	3.83
3	BS23 1723 Azim Iqbal	3.80
4	BS23 1761 Sippy Shah	3.80
5	BS25 1894 Shahzeb Zahid Munir	3.80
6	BS24 1875 Sameera Abid	3.60
7	BS25 1895 Hina Muhammad Yousuf	3.50
8	BS26 1963 Komal Dawani	3.50
9	BS26 1976 Muhammad Ahsan	3.50
10	BS14 1037 Saniya S. Bhamani	3.40
11	BS17 1274 Ali Shahzad	3.40
12	BS18 1336 Razia	3.40
13	BS19 1381 Kaunain Fatima Siddique	3.40
14	BS21 1543 Syeda Sidra Naseem	3.40
15	BS21 1591 Anousha Pervaz	3.40
16	BS21 1592 Sobia Pervaz	3.40
Graduate — Fall 2007		G.P.A.
1	MA22 1689 Zainab Mirza	4.00

### Congratulations

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

**WELL DONE!**

## MEDIA IMPACTS OUR LIVES

THE students of the Media Marketing Class, were taken to different markets on a field trip encouraged and motivated by Mr Arif Jhumra, faculty member. Students took a keen interest in this activity and were enthusiastic to find out the implications of the media in marketing strategies.



Mr Jhumra supervised the activity and helped the students tidy up the loose ends so that the result should be authentic and precise. The students gave credit to Mr Jhumra for

- Contd. on P/16

## Greenwich University Students Prove Their Mettle in Investment Games at IGI & LUMS

AT the Lahore University of Management Sciences (LUMS) held a five week FNE Investomania Competition from January 7, 2008 to February 8, 2008. First National Equity, (FNE) were the main sponsors.

The Greenwich University team won second position in this innovative competition, in which 76 teams from both public and private sector universities participated.

Investomania was a virtual investment game held between all the leading business universities of Pakistan. Each participating team was granted an initial investment of Rs.5,000,000 with which to trade. This trading was done using actual Karachi Stock Exchange (KSE) data through a software which was developed by the sponsors.

The main purpose of this competition was to provide the participants with an opportunity to form and practice investment strategies. The skills acquired by the students in their academic learning were thus put into practice.

The objective of Investomania was

- Contd. on P/9



## The Winning Budget Swells at Greenwich

MS Sundas Arif and Mr Zeeshan Tariq clinch first and second position respectively in the Ying Club Debate Competition organized by

- Contd. on P/11



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



Greenwich University

DK-10, 38 Street, Darakshan Phase VI, D.H.A., Karachi-75500, Pakistan

Tel: 021-5840397/98 5847662, 5847663, 5847664

UAN: 111-202-303

Fax: 021-5851910

E-mail: gu@greenwichuniversity.edu.pk URL: www.greenwichuniversity.edu.pk

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