

A Quarterly Newsletter of



Greenwich University

Gvision



Memories that last longer than others
Greenwich Socio-Cultural & Educational tour of Turkey, 2011



**TO RESEARCH IS ACADEMIC;
TO IMPLEMENT IS CORPORATE**
ONLINE INTERNATIONAL CONFERENCE ON 'ENERGY CRISIS MANAGEMENT'



“Mantra of success is patience,
hard work and humbleness.”
ZAHID IQBAL
Head of Sales & Trade Marketing, EBMs
(Interview)



‘Since a promise, even in a dream,
is a promise, it must be kept’
S.M.MUNEER
Chairman, Din group of companies
(Interview)

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Editor's Note

SINCE the inception of GVision, it has been our constant effort to improve its content and form. Our main aim is that our students should explore their talents by actively participating in its publication.

We hope the combined efforts of the editorial board, the student ambassadors and writers have infused a new spirit in the newsletter by adding diversity to its content and presentation.

The time has now come to choose new student ambassadors so that other students who are interested in working for GVision can be given a chance.

Our previous ambassadors played their part very efficiently. The quality of the last two issues represents their sense of commitment and responsibility. We salute them for their efforts and hope they will continue to write for GVision which is as much their newsletter as ours.

Talking about responsibility and commitment in today's scenario, one is compelled to observe that there appears to be a general indifference to these values. To avoid responsibility, the best way out nowadays is to play the blame game. One can see innumerable instances of this in our daily life. Let's start with our students. A teacher hands over the result of an exam in all innocence and honesty, happy to have done a fair job. A couple of days later, a student calls and says in a plaintive and quite often an aggressive tone, "Miss, why did you fail me? I kept awake two nights studying for your paper." Of course, he forgets that he spent most of his class time talking or staring into space and yawning. So who is to blame for his failure? Of course, the teacher! Then we have people who quite nonchalantly throw wrappers and empty packets on the roads and complain that the city administration doesn't bother to clean up the city. A classic example of our obliviousness to ethics is that we bribe the police to avoid a "chalan" and say the police are corrupt!

Times have really changed and so have we. Some years back people holding high responsible positions would resign because they believed they had violated the demands of duty and honour. The Japanese committed harakiri to vindicate themselves. And how can we forget Casablanca, the young boy, who in obedience to his father's instructions

**"... stood on the burning deck,
whence all but him had fled"**

Felicia Dorothea Browne Hemans

The only way to save ourselves from becoming a lost nation is to restructure our lives. We have to become responsible and sincere and redefine our values. For that our youth have to take the lead and become the catalysts of change. One sees an awakening in them which is such a happy sign. They must, however, keep reminding themselves that they are our leaders of tomorrow and that we are relying on them to take positive steps.

Is that asking too much of those who will carry the flag of the country tomorrow?

— Parveen Arshad



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TO RESEARCH IS ACADEMIC; TO IMPLEMENT IS CORPORATE

ONLINE INTERNATIONAL CONFERENCE ON 'ENERGY CRISIS MANAGEMENT'

ORGANIZED BY GREENWICH UNIVERSITY



Ms Seema Mughal, Vice Chancellor, Greenwich University

AN Online International Conference was held at Greenwich University on June 7-8, 2011.

The conference was organized with the objective of inculcating in the participants a comprehensive purview of the energy sector and the prevailing energy crisis. Multi-dimensional facets were thought about and deliberated upon in the two very fulfilling sessions which were moderated by Ms. Tahira Khan, Ms Lubna Ahsan (faculty members), Amna Abbas and Ali Abeer Ansari (students)

Academia and experts joined hands to analyze the issue of energy crisis and propose practicable remedies to oil

the wheels of global economy. For over a century the energy crisis has been a very important issue. As sources and channels have proven to be a lifeline in many developing countries, analysis of these patterns and prospects is, therefore, in high demand.

In order to address these issues, a forum was formed to debate on the energy problem and its possible alternatives. The conference was planned in order to assist the Government of Pakistan and invite the attention of foreign investors to invest in the emerging energy sectors.

Pakistan is not a country which should have an energy crisis because the resources that we have been endowed with are in plenty and even without using artificial means



Dr Shair Sultan Mughal, Associate Dean, Faculty of Management Sciences and Information Studies, Greenwich University



Syed Ali Haider, Director, Corporate Strategy and Business Development, Karachi Electricity Supply Company



we are self-sufficient in energy generating resources.

The conference provided solutions to the energy problems facing Pakistan in a robust and sustainable fashion and also discussed the potential strengths of the country's energy portfolio .

With the flourishing culture of research, Greenwich University lays emphasis on business research methodologies. To develop students' interest in the online International Conference, students also contributed research articles using secondary data to gain insight into the issue. The selection of topics was made on a scientific basis to cover pertinent aspects related to the energy sector. Papers were discussed on Renewable Energy: India's Experience, Conventional and Sustainable Energy for Sindh, Load Shedding vs Culminating Force, Wind Power Tariff Issues Harnessing Ocean Wave Energy in Pakistan Specializing in Wave Energy, Green House Mitigation, Electrostatic Ion Waves in non-max well-ian hair-ion plasmas, Energy sector: Faultlines and Future course, Future of Semi Solar Cells, Renewable Energy and Developing world- Sri Lanka a Role Model, Energy Crisis Management in Higeris, Issues, Problems and Challenges, Carbon capture and storage, Energy Conservation through LED Light Garmeen Shakti: An Exemplary Micro- renewable Energy Program Generating Biofuels, Scientific Program of Sesame Project Solar Wind and Hybird Pumping and Electrification, Design and Fabrication of Single Phase Equivalent of STATCOM that can absorb or generate Reactive Power Viz Improve Power Transmission Efficiency and many more.

The panel of speakers was carefully chosen, so that the

participants could make use of their expertise, expert views and research findings of the experts in the respective fields. The experts who contributed papers are Mr Shahid Akhtar Mirza, Mechanical Engineer; Syed Ali Haider, Director, Corporate Strategy and Business Development, Karachi Electricity Supply Company; Dr Parvaiz Naim, Country Advisor, KFW, Development Bank of Germany; Mr Masood Ahmed, faculty member, SZABIST; Mr S. Ehtisham-ul-Haque, Environmental Engineer; Mr Syed Akhtar Ali, Author, Mechanical Engineer; Mr Sarosh Siddiqui, Mechanical Engineer; Free Lancer, Mr Naseem



Aziz, Consultant and Specialist in Renewable Energy; Dr Qazi Ahmed Kamal, Chairman, Public Utilities and Gas Sub Committee (KCCI); Mr Kashif Arshad, Plasma Physicist - Pair- Ion System; Mr Rashid Zahir, Chairman, Islamabad Stock Exchange and Former Chief Executive of Saudi Pak Industrial and Agricultural Investment Co. Ltd;





Ms Asfia Manzoor Ahmed, M.Phil student, Karachi University; Prof Dr. Khalid Anis, Head of Applied Sciences and Graduate Studies; Dr Shafiq R. Qureshi; Dr Moinuddin Ghauri, Director, COMSATS Institute of Information Technology, Vehari; Dr Lawal Muhammad Anka, Agri Economist, Scholar, Chartered Manager and Futurist Chief Agricultural Development Project, Gusau, Zamfara Satate Nigeris; Mr Syed Muzammil; Mr Muhammad Basir Chaudhry, Development Banker; Dr Najiya Amanat Khan, Director GET, Technologies, LED Lights Distribution from Greenwich University also presented research papers on various topics. We also had international contributors from India, Switzerland, Scotland and Nigeria.

attended it. It was felt that the aims and objectives laid out had been well achieved. The experiment of the online exposition, presentation and deliberation done for the first time at Greenwich was also considered a successful venture, and a stepping stone for similar conferences on other current, and pressing topics in the future.

With all these efforts we hope that together as a nation we will be able to minimize this problem which has paralyzed our country. It is awful to see business and industry suffer, to see the people suffering and, especially, to see the decision makers unable to pull Pakistan out of the grip of energy crisis.



There was also a recorded message by Engineer Shams-ul-Mulk, President Board of Governors, GIK Institute, Former Chairman WAPDA. Because of his ill health, he could not visit us during the conference days but he made an effort to contribute to the conference. We are grateful to Mr Shams-ul-Mulk for his contribution.

By organizing this Online International Conference, Greenwich University provided a powerful platform to scaffold the global debate concerning energy provision through an exhaustive analysis of the difficult situation in Pakistan.

Lubna Ahsan
Associate Professor

The conference was deemed successful by all those who



From L to R: Mr Zohaib Babar Bhatti, Mr Fahad Zafar Sobani, Ms Unfal Shah and Mr Muhammad Ali Saeed, Faculty Member of Greenwich University

Consul General of Turkey Honorable Murat ONART

Visits Greenwich University to meet the delegation going to Turkey



Honorable Morat M. Onart after signing the visitors' book



Consul General addressing the Greenwich delegation going to Turkey

THE honorable Murat Onart, Consul General of Turkey, Karachi, along with Madam Fisun Aktug, Commercial Attache, visited Greenwich University on September 30, 2011 to meet the Greenwich delegates who were going to Turkey on a Socio-Cultural and Educational tour.

Mr Salman Altaf, a member of the faculty, in his welcome address thanked the Consul General for coming to the campus and described the aims and objectives of the socio-cultural and educational tour of Turkey.

The honorable Counsul General, Murat M. ONART, expressed his delight to be present on the occasion. He appreciated the orderliness and peaceful atmosphere on the campus. He said that Karachi was his own choice as a duty station since he had been most comfortable working here. He said he had made more friends in Pakistan than in other places he had worked before. He explained that it was very important for a diplomatic mission to have the support of the locals and local institutions which he got in Pakistan. He wished the delegates a happy and a memorable trip to Turkey.

In her vote of thanks, Mrs Seema Mughal, Vice Chancellor, Greenwich University, expressed her gratitude to the honorable Murat ONART, Consul General of Turkey for sparing time to meet and talk to the Greenwich delegates. Mrs Mughal explained the importance of socio-cultural and educational tours of foreign countries. She said that inter-cultural interactions helped young people to broaden their horizons and learn through exchange of ideas. She also explained the prospects of initiating academic collaboration with universities in Turkey for research and development.



Mr Onart with the students and faculty of Greenwich University

Mrs Seema Mughal presented the Greenwich crest and shield to the Consul General, Murat M. ONART and Commercial Attache, Madam Fisun Aktug. At the end, a group photograph of Greenwich delegates with the Consul General and Commercial Attache was taken.

Mr Mesut Kamcaz, Principal, Pak-Turk School was also present on the occasion.

Salman Altaf
Assistant Professor



Ms Seema Mughal Vice-Chancellor Greenwich University presenting Greenwich shields to Honorable Murat M. Onart Consul General of Turkey and Madam Fisun Aktug, Commercial Attache of Turkey



Greenwich Gastronomical Get Together

on Eid ul Fitr

FRESH after a long weekend at the end of Ramzan and eager to get back to Greenwich, we were all there with the enthusiasm of meeting everyone over a lunch arranged for the faculty and staff by the Vice Chancellor and Director Administration.

Half past mid noon most of us arrived in our finery to greet our hosts, the always smiling leadership who were already there. There was an exchange of pleasantries and then we swayed into deep discussions with comments about the previous series of events taking place in the political circles and all that was taking the rounds of the electronic media.

Even though the day before Monday, September 5, 2011, it had poured cats and dogs, the salutary afternoon lulled people into a relaxed state. The menu of char-smoked barbeque chicken and smoked skewed beef kebabs with a strong spicy sour sauce, salad, puries and biryani for fillers, created a feeling of luxu-



Ms Seema Mughal and Mr Saeed Mughal at lunch



Faculty and staff of Greenwich University at lunch

rious ease. To beat the heat everyone enjoyed fizzy drinks as aperitif. The sumptuous meal ended on delicious kulfi as an after-lunch dessert.

The significance of such occasions is the informal mingling of departments and the realization that we are all a family of academics working towards common goals. Such meetings also provide opportunities for planning and devising strategies for academic and administrative improvement.

We are thankful to the Vice Chancellor, Ms Seema Mughal, and Director Administration, Mr Saeed Mughal, for arranging this lunch and enabling us to get together to celebrate Eid.

Tahira A. Khan
Assistant Professor

Memories that last longer than others

Greenwich Socio-Cultural & Educational Tour of Turkey, 2011



Istanbul: Members of Greenwich delegation dressed in the traditional Turkish attire at Topkapi

FOREIGN tours are eye openers in every sense of the phrase. Going abroad helps us understand the cultural, social, educational diversity which is a peculiar part of the lives of people living in other areas of the world. Awareness and learning are the key factors that mark these tours. Self-discipline, etiquettes and exposure to different perceptions and visions are some of the valuable things which are added to our experience of life.

Hats off to Ms Seema Mughal who always encourages such programs which open new vistas of learning and enlightenment.

Once on the occasion of seeing off students who were going on a foreign tour Ms Seema Mughal said, "I feel that foreign tours are extremely meaningful inspite of many hurdles in arranging them. Such visits, however, go a long way in further cementing the cordial ties that exist at the people's level among countries".

This time Greenwich University decided to arrange the Socio-Cultural and Educational tour of Turkey. This tour was also a sequel to the visit of the Vice Chancellor, Ms Seema Mughal along with Mr Saeed Mughal, Director Administration & Personnel, and Prof Dr Syed Arshad Imam, to Turkey where the Vice Chancellor signed MoUs with Turkish Universities.

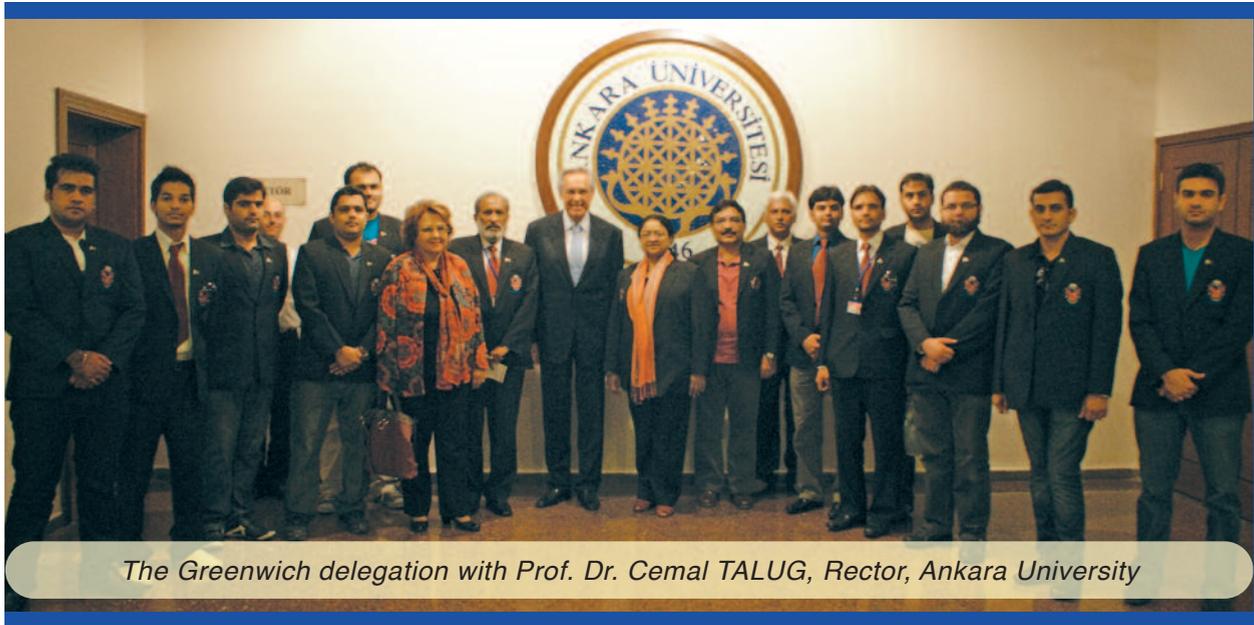
Our tour of Turkey enhanced our vision and gave us the opportunity to meet our counterparts at the universities. We

are sure that the impact of this tour in terms of learning will be very positive and will lead to a greater academic liaison among the universities of the two countries.

Our tour was planned from October 4 to 11, 2011. Before the tour the Vice Chancellor invited the Consul General of Turkey in Karachi, Honorable Murat M. Onart, to Greenwich University to address the delegates touring Turkey. On September 30, 2011 the honorable Consul General visited Greenwich University and met the students and faculty. He shared his views and appreciated the decision of the University to take their students on a Socio-Cultural and



Vice Chancellor, Ms Seema Mughal, presenting a souvenir to Dr Cemal TALUG, Rector, Ankara University. Mr Saeed Mughal is also seen in the picture



The Greenwich delegation with Prof. Dr. Cemal TALUG, Rector, Ankara University

Educational tour of Turkey.

He wished the delegates a happy and a memorable tour of Turkey.

Finally the day came and the students gathered at Jinnah Terminal at 10:00 pm for departure to Turkey. Parents and friends of the group had come to see them off. Pakistan Television team was there to cover the departure. At about 10:30 pm we entered the Jinnah Terminal for departure. Our Turkish airline flight was at 12:30 a.m. The plane took off at the right time and by the Grace of Allah Almighty we reached safely at Istanbul Airport, from where we took a connecting flight to Ankara, our first destination.

We reached Ankara Airport where Dr Arshad Imam had come to welcome us. (Dr Arshad Imam had gone to Turkey two days earlier to make arrangements for our stay in Ankara at Ramada Hotel).

VISIT TO ANKARA UNIVERSITY

Prior to our meeting with the Rector Prof. Dr. Cemal TALUG, their Protocol Officer, Mr. Abdul Rahman took us to visit Ankara University's Bio-Technology Center where Prof. Dr. Ali, Head of Bio-Technology Dept, explained the research work carried out in the center. The center had the latest machines and equipment; the most expensive ones were used for research work related to Bio-Chemistry.

Prof. Dr. Ali showed us some latest machines on which reports and clinical diagnostic services on DNA cells are carried out for public and private institutions in Ankara.

After visiting the Bio-Technology center, the delegation met the Rector of Ankara University Prof. Dr. Cemal TALUG.

Prof. Dr. Cemal TALUG discussed matters of mutual cooperation between the two universities. He was keen to start collaboration in the "English Language program". Ms Seema Mughal assured the Rector that student and faculty exchange program is on top priority on her agenda.

Shields of the universities were exchanged by the heads of the two universities.

Mr Abdul Rahman, Protocol Officer, showed us different parts of the University.

After meeting the Rector of Ankara University, we had our lunch in the Cafeteria. Turkish food was served and all of us enjoyed the lunch.

VISIT TO ANATKABIR

Every one of us was anxious to see the mausoleum of the founder of a great nation, Kemal Ataturk. We saw everywhere photos and statues of Kemal Ataturk that



Dr Cemal TALUG, Rector, Ankara University, presenting the University Crest to Vice Chancellor Ms Seema Mughal



Ankara: Ms Seema Mughal and Mr Saeed Mughal invited Pakistani scholars studying in Turkey to dinner at an Uzbek Restaurant



Eskisehir: Greenwich delegation with Prof. Dr. DAVUT Aydin (centre), Rector, Anadolu University

showed that the people of Turkey truly love their leader. All of us were impressed with the architecture of the building – simple but splendid.

DINNER AT UZBEK RESTAURANT (ESTRAGON CASTLE)

It was the most beautiful and historical place where an Uzbek restaurant and a museum were located. Both the places are worth seeing. The Vice Chancellor, Ms Seema Mughal and Mr Saeed Mughal, had invited to dinner the scholars from Pakistan who are doing their postgraduate studies in Turkey.

Meeting Pakistanis in another country is a blessing – you feel like home. They were very friendly and we really enjoyed a scrumptious dinner at Uzbek restaurant.

VISIT TO ANADOLU UNIVERSITY (ESKISEHIR)

From Ankara we went to Istanbul by road, via Eskisehir, Bursa. Smooth roads, lush green fields, organized way of farming were really impressive.

Anadolu University is spread on a very large area and is one of the biggest universities in Turkey.

The Greenwich delegation was welcomed at the gate by Prof. Dr. Ender Suvaci, Vice-Rector of the University and



Eskisehir: Ms Seema Mughal presenting a Souvenir to Vice Rector, Prof. Dr. Ender Suvaci, Anadolu University

he led us to their conference hall where we were served with qahwa and watched Anadolu University's documentary. We then moved to another hall to meet the Rector, Prof. Dr DAVUT Aydin. He welcomed us to Anadolu University and told us about the University's history, its gradual development, faculties, courses and research and development. He said that on the request of the aviation authority of Turkey they were training pilots and engineers of Turkish airline. For that purpose they had a separate location to operate where the delegation went to visit later but it was closed. The Vice-Chancellor thanked the rector for taking out time to see the delegation and presented him Greenwich publications and souvenirs.

After lunch, we, guided by two students of the University, looked around Anadolu University. The guides in the bus told us about various departments as we drove past them. Later we went to see the specially-built site for aviation training which unfortunately had been closed by that time.

Anadolu University is proud of its distance learning program and is one of the leading institutions in the world on distance education. They have over 80,000 students who are availing themselves of these services.

After this visit, we went shopping to Espark shopping center and also had our dinner there.



*Istanbul: At MiniAturk
The museum has miniature models of Istanbul's buildings and places*



Istanbul: Greenwich delegation with Dr Serif Ali TEKALAN, Rector, Fatih University

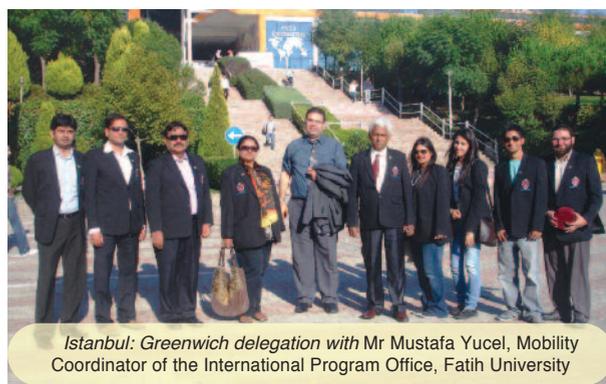
On October 6, we again started our journey by road to Istanbul via Bursa. We had our lunch at Metro Bursa, and continued our journey to Istanbul.

ISTANBUL: FATIH UNIVERSITY

On October 7, 2011 we visited Fatih University. This university is located on the outskirts of Istanbul. We reached Fatih University where we were welcomed by Mr Mustafa Yucel, Mobility Coordinator of the International Program Office. We were taken to the conference room where we met the Rector of Fatih University, Dr Serif Ali Tekalan. Dr Serif spoke English very well. He told us that he had also visited Pakistan many times.

Ms Seema Mughal offered her condolence on the sad demise of his elder brother. Dr Serif welcomed the Greenwich delegation and briefed us on Fatih University. He wanted to have professional and research based programs with Greenwich University. Student and faculty exchange programs were also discussed.

Last time Preliminary Protocol between Fatih University and Greenwich University could not be signed because the Rector had gone for the funeral of his elder brother. This time every thing was planned and both the heads of the Universities signed the Preliminary Protocol for collaboration.



Istanbul: Greenwich delegation with Mr Mustafa Yucel, Mobility Coordinator of the International Program Office, Fatih University

VISIT TO BAHCESEHIR UNIVERSITY

In the evening the Vice Chancellor made a program to visit this university which is situated on the shore of Red Sea and in the middle of Istanbul.

Mr Sean Michael Cox, Director, Office of International Affairs, Grants and Contracts and Advisor of the Board, met us. Mr Michael told us about the courses and degree programs offered at this University. Mr Michael, then, took us to the second floor of the building to meet Mr Hasan Simsek, Vice President of the University in his office.

Dr Hasan discussed different avenues of mutual cooperation between the two universities.

Our stay in Istanbul was memorable and we saw almost each and every well known place including Taksim Square, Blue Mosque, Grand Bazar, Bosphorus, Topkapi, Mini Turk, and many others.

It was a well organized tour and students were very happy with the management and especially with the Vice Chancellor Ms Seema Mughal and Mr Saeed Mughal who provided them an opportunity to visit Turkey.

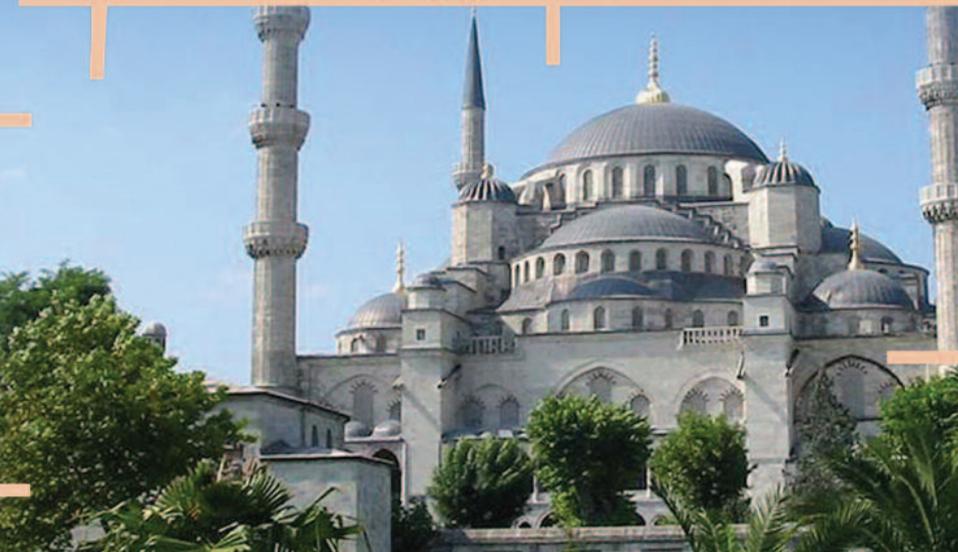
Mian Muhammad Afzal

*Head, Department of
Corporate Services & Placement*



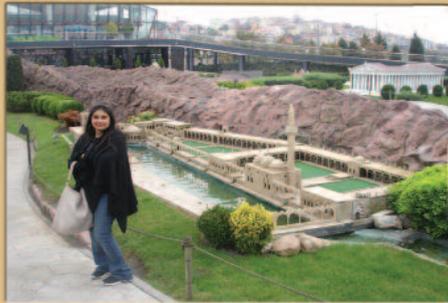
Istanbul: Ms Seema Mughal with Mr Hasan Sim Sek, Vice Rector and Dr Sean Cox, Manager, International Affairs of Bahceshir University, after the meeting on the campus by the sea

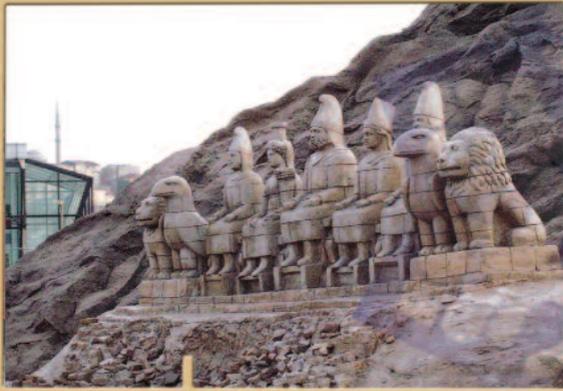




Memories that last longer than others

Glimpses of
Greenwich Socio-Cultural &
Educational tour of Turkey, 2011





Bilateral visits of students

between countries promote goodwill and foster cooperation and friendship

— Seema Mughal, *Vice Chancellor*

A twenty-one member student delegation of Dhaka University, Bangladesh, visited Greenwich University as part of their study tour of various countries.

The visit was jointly organized by Dhaka University and the Higher Education of Pakistan. The students were accompanied by a professor of Dhaka University, Dr Shahid Akhtar Hossain, Dean faculty of Biological Sciences, and an official of HEC, Mr Sulaiman Ahmad, Social Sciences and Humanities Research Council of Pakistan.

The students of the Dhaka University visited various departments and portions of the university. They were very much impressed by the atmosphere and the scenic beauty of the building of Greenwich University. They went to the classrooms and met the students and exchanged pleasantries. Ms Lubna Ahsan, Assistant Professor, and, Coordinator Faculty of Arts, briefed the students of Dhaka University about the facilities provided to the students at Greenwich University.

Addressing the students of Dhaka University, Ms. Seema Mughal, Vice Chancellor, Greenwich University, welcomed the students and said that they must be feeling at home in Pakistan as there was not much difference in the lifestyles and culture of Pakistan and Bangladesh. The Vice Chancellor said that bilateral visits of students between countries promoted goodwill and fostered cooperation and friendship among nations. She also said that a lot of potential existed in both the countries in the field of education. She told the stu-



Dr Shahid Akhtar Hossain, Dean Faculty of Biological Sciences, Dhaka University signing the visitors' book.

dents that they would be delighted to know that Greenwich University had recently signed a Memorandum of Understanding with Dhaka University to cooperate in various fields of education. She told the visiting students that we were a business school but gradually our Media and other faculties were also expanding. We had more than one thousand students and we believed in quality rather than quantity, the Vice Chancellor added.

The students who visited Greenwich University belonged to the Departments of International Relations, English, Media Studies, Sociology and Economics.

Iqbal Jamil

Head, Department of Mass Communication & Media Studies



Delegation of Dhaka University, Bangladesh with Vice-Chancellor Ms Seema Mughal, Faculty and Staff of Greenwich University

**Since a promise,
even in a dream,
is a promise,
it must be kept.**

S.M. Muneer

Chairman, Dir. group of companies



He is one of the celebrated industrialists in the country, and has earned a prominent place for himself in the textile manufacturing and export sector, the leather refining and export sector, and is also active on the banking front. He is on the Boards of various trade and business promotion bodies in the country, and is also one of the major philanthropists of Pakistan. His group has been winning numerous awards and trophies over the years for enterprising performance.

Mr S. M. Muneer is well known for his philanthropic activities in the country, and his group is one of the leading ones in this sphere in the country. His welfare projects include Chiniot Anjuman-e-Islamia, a social welfare society running many dispensaries, maternity homes and hospitals in Karachi. The list of his social work is endless. He has set up schools and colleges of a very high standard which also give free education to students of high merit. He doesn't like talking about his social work, since he only does it to please Almighty Allah.

Greenwich University: Sir, first of all, we are all very grateful to you for giving us some of your precious time. Before we begin, can you tell us a bit about your success story?

S.M Muneer: I believe all of it can be attributed to Allah's Generosity, along with purity of purpose, and honesty. I believe honesty plays a big part, and if you are honest, God always rewards you. From the very beginning, this is what my parents have taught me. I have never thought about any easy way of making money, never thought about fleecing anyone. I came into our family business of leather manufacturing in 1963, after completing my graduation. And I remember that in 1966, we were nearly bankrupt. This was due to the many international commitments my father had made in the export orders for our products. The price in the local market went up. If it was \$1, it went up to \$2. Now it could have been very simple for my father to say no to sell at a higher price to cover his costs. But he did not do this, because he was a man of very strong principles, and he stood by them. So we ended up buying high in the local market, and selling at a lower price. The result was that soon enough, I had to sell all three of my cars, my mother had to sell her jewelry, and all our plots were sold off at Rs. 10 per yard.

Later on, I went to France to sell our leather. Staying in a half-star hotel. I used to carry a large bag with me which had the leather I used to sell, and my hands got raw from carrying it with me everywhere. At night I used to stay in trains as much as I could to avoid the hotel bill and cut down on my expenses.

But all this hard work eventually paid off. I managed to set up



Mr S.M. Muneer being interviewed by the students of Greenwich University

a factory in Pakistan, and from there on, we set up two factories, and eventually six. I used to personally supervise everything till 4am in the morning. Eventually, with Allah's blessing, we were able to buy back all the plots that we had sold earlier.

I can also tell you from my personal experience that Zakat is very important and tantamount to the success of a business, because if Allah is pleased with you, then he will bless you. At first we would not pay the full zakat that was due on us, but ever since we have started paying it fully, our businesses have started flourishing. Other businesses which are operating in the same line as ours are making losses while we are making profits.

GU: Sir, can you please tell us about the various businesses that the Din Group of Companies is involved in?

SMM: Our main business is and has been leather, but we have expanded into the textile sector as well. I established our first mill in Lahore in 1990, then a second mill in 1992, and then a third mill a few years back, with a fourth one that has been rented from a relative of Mr. Nawaz Sharif. So at present we have four textile mills, a dyeing mill, as well as one of the biggest auction houses of leather in Pakistan situated in Lahore. Currently, we are the largest exporters of leather from Pakistan, with last year's revenues touching one and a half billion, and this year's is forecasted at two and a half billion rupees. Revenues from the export of our textiles come to about three and a half billion, which gives us total revenues of around five and a half to six billion per annum.

GU: Sir, how far do you believe that luck has played a part in your overall success?

SMM: I think I am a very lucky man, but at the same time,

I believe luck is in Allah's hand. In the end, luck favors those who work hard and stay focused.

GU: Muneer Sahib, this being one of the top businesses in the country, what do you think is your biggest contribution to the nation, and the state?

SMM: Well, for starters, I'm contributing six billion rupees in revenues from exports, while our Government carries a begging bowl asking for donations and charity. This is something that I strongly oppose. We should be self-reliant and work towards it by cutting our expenditures like spending lavishly on bullet proof cars and the like. Take India's example; even today, there is a lot of humility there, while over here, we are becoming a nation where the rich, the upstarts, like to show off.

GU: Do you consider yourself as part of this crowd of big spenders?

SMM: Never. I still have a tape recorder from 1955 that I was showing my grandkids the other day, telling them how they break everything, while I have had this for years! I never used to break stuff, or waste anything that belonged to me or my family, and this was something that was instilled in me. In the house that I live in, if there is a light on where there is no need for it, then it means a court martial for either my wife, or my son, or daughter-in-law. If you need them, you should turn on all the lights. Even in my office, you can see all the lights turned on, the air conditioner on, but as soon as I leave, I make sure everything is turned off.

In my house, the appliances are not left on standby as they usually are in other homes. They have to be turned off if they are not being used. This saves a lot of electricity, and if we all follow these principles, we can save many megawatts of electricity.



GU: How many employees are currently working for Din Group of companies?

SMM: At present, we have around 3500 employees working for us in our textile business, and another 500 working in our leather business.

GU: And sir, what is the hiring criteria for employees here?

SMM: Well, we interview those coming in for managerial and higher positions. We don't interview the labor class, of course. We have GM's, other managers, who are earning large sums of money. There was a time when I used to interview them, Now my children do it. The situation here is very bad. People come here after having done their BBA, yet they can't speak two words of proper English.

GU: Sir, for a very long time, leather was your flagship business, so why did you decide to move into the textile sector, and how did that work out for you?

SMM: Well, as they say, don't keep all your eggs in one basket. I thought of doing something in Lahore as the situation here in Karachi seemed to be deteriorating a lot. We thought of diversifying. It didn't start out too well, and we made losses the first two or three years. My brother asked me "What have you done?" But then we started making profits. Last year, our textile mills made a huge profit, but then again this year, we are forecasting a loss as the market has gone down. The cotton in our stock that we bought for say, ten thousand, is now worth five. I will be making a loss of five million rupees in the next two months alone.

GU: Do you have corporate goals for each business that you own, and can you tell us a little about them?

SMM: We have targets, yes. We focus on making profits and generating income, as it is through that we can grow. Recently I have made an investment worth two hundred and fifty million rupees in my mills. I am thankful to Allah, because there are around two hundred textile mills in the country that are shut down, but all four that I own are still operational.

GU: So the future of the textile sector seems very bleak at the moment. Do you see any possibility of things getting better?

SMM: Yes, it is very bad at the moment. But there are ups and downs to everything. This is what I was telling my children a while back. We don't stop wearing clothes, do we? With time, it is going to get better.

There was a time when not a single bullet was fired in Karachi. It was one of the safest cities in Pakistan. Today, you and I don't know if we will get home safely when we leave our offices. Recently we, that is all the top businessmen, called a meeting at Mr. Aqeel Dedhi's house to discuss the current situation of the country, as I think that we should play our part in doing something to make things better. We decided to come together as one body, become unified, and make a proper plan and tell the government that if it doesn't do anything to make the situation better, then we will take action ourselves. We had Mr. Shahbaz Sharif over for dinner, and we discussed all this with him as well.

GU: What are the biggest challenges that you have faced in life, besides the ones that you have already mentioned?

SMM: Major challenges.... I don't know what's going to become of this country. I am very much worried. I believe that all the internal and external forces that are against Pakistan are currently working in full force to break this country up. You are important, the future generation. I am ashamed that this is the legacy we are leaving behind for you all-terrorism, the bhatta mafia, the land mafia, and the corruption mafia. This is why I speak against all these evils whenever I am given the chance on every platform. Rahman Malik is a good friend of mine, and he took a good step when he said that he wouldn't leave Karachi until the situation here returned to normal.

His message to the students was that "Intellectual power may be good in its own way. but it is not intellectual eminence that constitutes individual or national greatness. It is energy, patriotism, devotion to duty, the capacity for self- sacrifice, and an unflinching regard for truth".

But then I heard that the rangers went into Lyari the other day to carry out a raid, but they were ordered to pull back at the last minute. Why? Why are we stopping them from catching these criminals? I don't care which party they belong to, be it MQM, ANP, or PPP. They should be taken to task. In England, they killed a black man, and there was heavy rioting. Their Prime Minister cut short his vacation, the assembly returned, and they decided that the judges would sit for 24 hours, and the result was that they arrested thirteen to fourteen hundred people. Most importantly, they told the judges that if they felt that there was any leniency in the law or any loophole due to which they could not punish the culprits, they should tell them and they would call the assembly and pass a law for such instances. We as a nation need to come together.

GU: What kind of social work have you or your company been involved in?

SMM: A lot of it, actually. I am the director of Shaukat Khanum Hospital. I make a lot of contributions to that. My brother happens to be the director of a committee of Agha Khan. We also give money to Edhi. I have made donations to Indus hospital as well. If God has blessed us, then why should we not share a part of that wealth with the poor? We also constructed a hospital at Korangi number dhair by the name of Chiniot General Hospital. It has 150 beds, and ninety percent of the patients there are treated free of cost. Besides that, we have two maternity homes, one of which is here at Mehmoodabad. We have also established the Chiniot Islamia School, opposite Safari Park, where we provide education to around 1800 – 2000 boys and girls. If anyone is incapable of paying the fees, we don't charge. And to tell you the truth, it is one of the finest schools of Karachi, with some of the best results from the city. These private schools, on the other hand, are charging around Rs.8000 every month from students. They are robbing them. In our school, we charge Rs.1500 per month. Yet a large



portion of the students come from a poor background and are unable to pay the fees, and we don't charge, and even then we don't make any losses.

GU: Muneer Sahib, have you ever thought about joining mainstream politics?

SMM: No. I have no interest in politics at all. I am a businessman and a philanthropist, and that is how I want it to stay. I want to keep my hands clean off the mess that is politics in our country. I believe I am fulfilling my duties and commitments to my nation in my own way.

GU: Sir, thank you so much for your time.

SMM: The pleasure was all mine. Give my regards to Ms. Seema Mughal as well. She is one of the finest people I know, and is like a little sister to me.

Interview by: Haleema Inam (BS30 2471)
Moomal Sara (BS30 2479)
Omair Abbas (BS30 2491)
Shaiban Haq (BS33 2784)

Edited by: Omair Abbas (MS38 3293)
Shaiban Haq (BS27 2117)

Photography by: Zaheer Ahmed Dada (MS37 3194)



From L to R: Ms Haleema Inam, Mr Omair Abbas, Mr Iqbal Jamil, Mr S. M Muneer, Ms Moomal Sara, Mr Shaiban Haq and Mr Mian Muhammad Afzal



Istaqbal-e-Ramadan

Guest Speaker: Shujjauddin Sheikh

ON 1st August, 2011, just one day before the start of the holy month of Ramadan, Greenwich University hosted a guest speaker session "Istaqbale-e-Ramazan". The respected guest speaker visited GU and enlightened the students and staff of GU about how to prepare for this holy month of blessings and why this is the best month of the year. The lecture was divided into 3 main parts. Firstly, the lecture focused on how we should prepare for this holy month. He then quoted a Hadith of Prophet Muhammad (P.B.U.H) which mentions that Allah has provided us with Rajab and Shaaban before Ramadan so that we are well prepared for this month before it arrives. The second part of the lecture talked about how our beloved Prophet Muhammad (P.B.U.H) prepared for this month, giving accounts of various Hadith. He kept on emphasizing on the fact that Ramadan is an opportunity which we should all utilize to the fullest. He said that Ramadan can be called a bonus stage, like in a video game, where we are allowed to gain

points by performing good deeds. The last part of the lecture revolved around why this month is known as the month of blessings. This is because The Holy Quran was revealed in this month. He emphasized that the best way to spend this month is to recite the Holy Quran and interpret its meaning. He talked about a Hadith in which Angel Gabriel cursed 3 types of people and Prophet Muhammad (P.B.U.H) said "Ameen". Those who do not look after their parents when they have reached old age, those people who do not say Sallalahu alayhi wassalam when my name is mentioned and those who do not take full advantage of the blessed month of Ramadan'. He also spoke about a trend among youngsters of spending their nights playing cricket which is a complete waste of time. The lecture ended with a dua followed by a question & answer session.

Hira Arshad
BS35 2943



Launch of Positive Post

READERS of newspapers come across hundreds of stories daily since there is chaos and turbulence not only in Pakistan but also in various parts of the world. So most newspapers carry news reports of all kinds of gloomy stories happening around the world and somehow tend to give more space to negative stories. Not that positive news is not covered in newspapers but it is mostly overlooked by readers. Stories of terrorism, extremism, violence and natural disasters seem to attract them more.

Keeping this in mind, the Vice Chancellor, Ms Seema Mughal, asked the Media Department to bring out a newspaper on a monthly basis which would carry only positive news about Pakistan.

Working on the vision of our Vice Chancellor, we decided to publish a newspaper by the name of 'Positive Post'. The students are the contributors. They choose news from various newspaper and put them together.

By the grace of God, the publication is now a success and students are contributing to it on a regular basis. The feedback is tremendous and positive.

We have tried our best, but there is always room for improvement. We would appreciate your suggestions which we would like to try and incorporate in our future publications.

Iqbal Jamil

*Head, Department of Mass Communication
& Media Studies*





COLORS OF PAKISTAN



Aleem Dar

wins ICC Umpire of the Year for the 3rd time – completes a Hat-trick



Legendary Gem of Pakistan

AT a time when the Pakistan Cricket team has been marred by one crisis after another, from the match fixing scandal implicating some of its top players, to the countless administrative blunders and misjudged decisions undertaken by the administration, one man is still holding the reputation of Pakistan cricket and the flag of the nation high, making us proud, and that man is none other than Aleem Dar.

Dar became the first Pakistani umpire to be inducted into the ICC's elite panel of umpires, and since then has gone from strength to strength. On 17th October 2007, he became the 10th umpire in the world to stand in 100 ODIs. The highlight of his career came when he was asked to stand alongside Steve Bucknor in the ICC World Cup of 2007. He later stood in the final of the 2010 ICC World T20 Cup as well. Dar's accuracy has been proven on several occasions, such as the Ashes series of 2010.

Although Dar was nominated twice for the ICC Umpire of the year award (called the David Shepherd Trophy), in 2005 and 2006 respectively, he was bettered by Simon Taufel. However, in 2009, he finally won the award, and ended Taufel's reign of 5 consecutive wins. Since then, he has won the award for the year 2010, as well as the one for this year. In 2010, he was also awarded the Pride of Performance award by the Government of Pakistan.

On the occasion of getting the award Dar said, "It's a great honor and I'm thankful to everyone at the ICC and also my colleagues on the Elite Panel of ICC umpires along with the Pakistan Cricket Board. I'd also like to thank my family for their support since I'm away nearly eight months of the year umpiring."

On his return to Pakistan, Mr. Dar showed his philanthropic side to be on par with the greatness of his umpiring when he donated Rs.10 lakh to Imran Khan's Shaukat Khanum Memorial Hospital, as a token of solidarity and respect for the cause.

We wish him all the best in the coming years, and hope that he will continue to make the nation proud.

Omair Abbas
MS38 3293



French Language introduced in Greenwich

LANGUAGE is about discovering a new world, and that new world will certainly be one where ideas, knowledge and communication will be the currency. Learning another language is like giving a gold deposit to your child, but without risk. Knowledge does make people happy. There's a joy to learning, the great "eureka!" feeling of understanding, the happiness of discovery, the satisfaction of knowing that one has done one's best for oneself and society. No one has ever regretted the opportunity to learn another language.

"Nowadays bilingualism is increasingly viewed as a certified asset, one that provides mobility and insight," according to Karl Moore, a management specialist at McGill University. "The fact that they come from a smaller, bilingual country makes them better suited than, say, Americans or Britons, to understand and handle the various cultural sensitivities at play in the global economy."



French Language Class

The response to the undergraduate level French course was tremendous with the immediate registration of twenty students in Level 1 in the Fall semester. It is expected that with the completion of 3 levels of the course the students will learn enough basic French to move into intermediate level.

With French, students have access to the most widely spoken foreign language in the world after English and they become familiar with a culture that is significantly influential. The French economy is one of the strongest in the world and is becoming a leader in technological innovation. In sum, French is the language of the future.

A statement most learners make..... first of all, it's an intellectual exercise for the brain, a challenge; it's like a crossword puzzle and it stimulates your mind.....we are given certain abilities and they are given to us so that we may use them! Learning French is also a discipline; you learn grammar, structure, vocabulary and you also learn humour and so much more about another culture! Learning French gives you the ability to discover new ideas and new thoughts, to look at things from a different perspective.

Students of foreign languages score statistically higher on

standardized tests. In the 2010 Profile of SAT and Achievement Test Takers, the College Entrance Examination Board reported that students who averaged four or more years of foreign language study scored higher on the verbal section of the Scholastic Aptitude Test (SAT) than those who had studied 4 or more years in any other subject area.

I would like to express my gratitude to the Vice Chancellor, Ms. Seema Mughal, for her motivation and vision, without which this course would not have been possible. I would also like to record my thanks to my colleagues Iqbal Jameel, Tahira Khan, Asif Qureshi and Salman Altaf for their unstinting support of my efforts in introducing the language at the university level.

Farhat Saleem
Assistant Professor ..

OBITUARY

"Without mother, a house seems empty." There is no other person whose heart-felt prayers can be compared to a mother's.



I am writing this in the loving memory of our senior teacher, Ms Tahira Khan's mother who passed away peacefully on October 11, 2011 after having completed a beautiful life full of generosity and humility.

Her resources lay within her and they made Ms Razia.S. Ahmed a happy and contented person. Her contentment was infectious and infused her whole family with calm and inner peace.

She will be remembered as a mother who was giving and caring and who always had a twinkle in her wrinkle.

It is said that a mother's tears and prayers can make the toughest heart into a kind heart.

Once Hazrat Moosa (A.S.) asked Allah who would be his neighbor in paradise. Allah said that there was a butcher who would be his neighbor. After getting this reply from Allah, Moosa (A.S) went to see who the man was. When he went to his shop, he saw that throughout the day, the butcher didn't do anything worthwhile that would take him to paradise. So in the evening, Moosa (A.S) went to his place and saw that he was breaking food into pieces and feeding his mother. She asked Hazrat Moosa (A.S.) if he was their prophet. He replied in the affirmative. Then he asked her how she had recognized him. She said that she had always prayed to Allah that her son maybe given a place in their prophet's neighborhood and that she may meet him before her death.

This shows that just because of his mother's prayers, her son would get a place close to Hazrat Moosa (A.S.) in paradise.

May Allah give a glorious place to Ms Tahira Khan's mother and give strength to Ms Khan to accept her loss.
Amen.

Kanwal Malik
BS34 2827



“Mantra of success is patience, hard work and humbleness.”

ZAHID IQBAL

Head of Sales & Trade Marketing, EBM

Greenwich University: What in your view are your professional qualities and skills, which have led you to where you are?

Zahid Iqbal: The three main qualities that have led to my growth are: patience, hard work and humbleness.

GU: What is the most challenging aspect of your job?

Z I: The most challenging aspect is to manage people because different people mean different mindsets and managing different mindsets becomes a challenge.

GU: Do you think the theories of marketing given in the marketing textbooks written by foreign authors apply here in Pakistan?

Z I: Yes, definitely. Currently I am teaching Marketing Management as well, so my concepts are getting

revised too. And I believe that if your concepts and understanding is weak, you can't apply them to real life situations. Basics are very important. Over here at EBM, we do use all those strategies, tactics, marketing mix, etc. that you study in your universities.

GU: Given the recent slump in the economy and the prevalent deteriorating economic conditions, what different strategies have you come up with to keep sales intact?

Z I: There isn't a slump. All the companies in the food and confectionary business are growing. The reason for this is that if the population of a country is large and growing, then there is always going to be consumption, be it for food items, clothing, durable goods, etc. Away from the violence and the troubles of the big cities, the economy of rural Pakistan is booming. Flush with cash from bumper crops at record commodity prices, the farmers are spending on tractors, cars, motorcy-



Mr Zahid Iqbal sharing his views with the interview panel



cles, mobile phones, personal grooming items, packaged foods and beverages and other consumer products like never before. It's important for a marketer to find out the right marketing mix and formulate strategies in accordance with present consumer needs the current consumer needs.

GU: How much emphasis does Peak Freans give to the development of new products? Are you currently working on any?

Z I: New products are always important, but more importantly, there are new needs. Needs are evolving every day, and they are not just limited to new products. For example, there might be a need for a new price, new packaging, etc. At the same time, development of new products is also necessary to tap into different segments.

GU: Don't you think that the price is a little on the higher side for these cookies?

Z I: Farm House Cookies are gourmet cookies that are bigger and thicker in size as compared to other biscuits, richer in terms of ingredients, have the best and most expensive imported ingredients and are at par with (if not better) in taste than any imported brands in the market containing 9 biscuits currently retailing at nothing less than RS 170/- For the middle tier consumers who generally consume regular biscuits and not imported ones, the pricing is premium though. The product with its features and benefits offers them aspirational values of wanting to up-grade themselves to a better option at slight price premium.

GU: Sir, what is your marketing budget?

Z I: I can't share a figure with you, but I can tell you that it is a substantial amount. And it is generally a percentage of your NSV (net sales value).

GU: What is Peak Freans star product?

Z I: That would be Sooper biscuits, which constitute 40% in our business.

GU: Is advertisement the biggest contributor to the success of Sooper, then?

Z I: I believe that there is never just one element which makes a product successful. If we take Sooper specifically, it was initially launched in 1995 where it was sold in packets, and then it was re-launched in 2003. We changed the packaging, introduced it in half rolls and ticky packs, and developed new communication. This helped a great deal in penetrating the market. And in 2003, the economy was growing especially, the FMCG companies, so you could say that it was the right timing, the right kind of product, and the right packaging, the right communication, it changed the dynamics of the market completely. And this led to the growth of the overall biscuit market.

GU: Which do you believe is more important in marketing: distribution or branding?

Z I: Look, branding is very important in marketing the product. Take the example of a new born child. The first thing you do is give him a name, which defines him, his gender, personality etc. That is his or her branding. Later on, when he grows, he starts interacting with different people, which is a secondary phase. Similarly, you give a name to a product, and brand it according to the needs of the consumers. Distribution is equally important, but you can't choose one over the other. Branding comes first, and once that is done, effective distribution becomes a very important aspect of marketing.

GU: Sir, do you believe bad advertising equals bad marketing, and has Peak Freans ever experienced the negative effects of bad advertising?

Z I: Advertising is basically a medium to communicate with your end users. No matter how good the advertisement, or how efficient the medium that you are conveying the message on, ultimately, if



the message that you want to pass isn't getting through to the consumer as you want it to, things won't go your way. Even if your product is very good or superior, if it is not properly marketed, then it would end up failing. Sooper, which is our flagship brand presently, was not so successful when it was launched in 1995, as I mentioned before. It was only after developing an effective communication strategy along with overall marketing mix as per the need of the consumers. Marketing elements, and not just advertisements, played a part in its success.

GU: What do you think would be a bad marketing decision in a competitive market?

Z I: Usually, when the economy of a particular country is stagnant or down, companies usually limit their investments specially marketing investments. But the opposite needs to be done at these times. It's important that we continue the marketing activities at that time because the consumer may be switching products, going towards less expensive alternatives when his buying power is shrinking. It is important to keep the trust and loyalty of the consumer at that time, through ATL, BTL marketing, and keep him on your side.

GU: What factors influenced you to take up marketing as a career? Was it your own inclination or the courses you attended at Greenwich?

Z I: I was interested in marketing, I still believe that Finance is difficult to learn but easy to apply, while marketing is easy to learn but difficult to apply. There are 180 million people in the country, and each one thinks differently. In Marketing observation is very important. But whatever you do, your basics must be very strong.

GU: Sir, what do you believe are your professional skills and attributes that have led you to where you are today?

Z I: Patience and hard work, Patience is something that is very important to have in your practical life. People tend to get distraught when they don't get the results quickly, or frustrated when their peers get ahead of them in the career ladder. That I believe is the wrong approach. Hard work, too, on the other hand is very important, but unfortunately, students today believe more in smart work. It should be 80% hard work, and 20% smart work. Destiny plays a part, but I believe ultimately we ourselves are the ones who shape it through our actions. Patience, when combined with hard work, leads to fruition and success in the long run.

GU: What is the most challenging aspect of your job?

Z I: Managing people. Handling other resources is much easier than managing people, because everyone is different. Besides that, the work you do yourself is a lot different from the work you get someone else to do for you. The reason is that the other people have their own needs, their own aspirations, their own way of thinking and doing things. So getting results at the end of the day is the most challenging part.

GU: How is the competition from rival manufacturers at the moment?



Zahid Iqbal our proud Alumnus

With over 13 years of work experience including 11 years of FMCG marketing experience, with renowned international and national brands, with a proven track record of success through strong planning, innovative ideas and passion to lead projects from initial concepts to completion, Zahid excels in transforming consumer behavior into high-impact campaigns that build cutting edge brand imagery resulting in achieving market leadership for his employers.

Z I: I guess we at this stage are in competition with ourselves. But at the same time, we can't just sit on our fortunes and do nothing. We must and are looking towards innovation and expansion constantly. Right now, though, we are far ahead of the competition, our sales are Rs.16 billion and those of our closest competitor are around Rs.7 billion.

GU: How do you believe we can boost up our industry?

Z I: Through branding. Textiles are our major exchequer, yet price is the only thing it competes with are products from competitors in the region. The textile industry gets orders from Wal-Mart or other American stores to make so much of a particular item for a particular price, and produce the same product. What we need to do, and some of the fashion houses are starting to do it, is the introduction of effective and powerful branding, which showcases quality and sets our products apart. This way we will also be able to command price premium which will increase our profitability and market share

GU: How do you spend your free time?

Z I: I hardly get any! But whatever little I do get, I make sure that I spend it with my family.

GU: Are there things that you regret not doing?

Z I: No regrets!



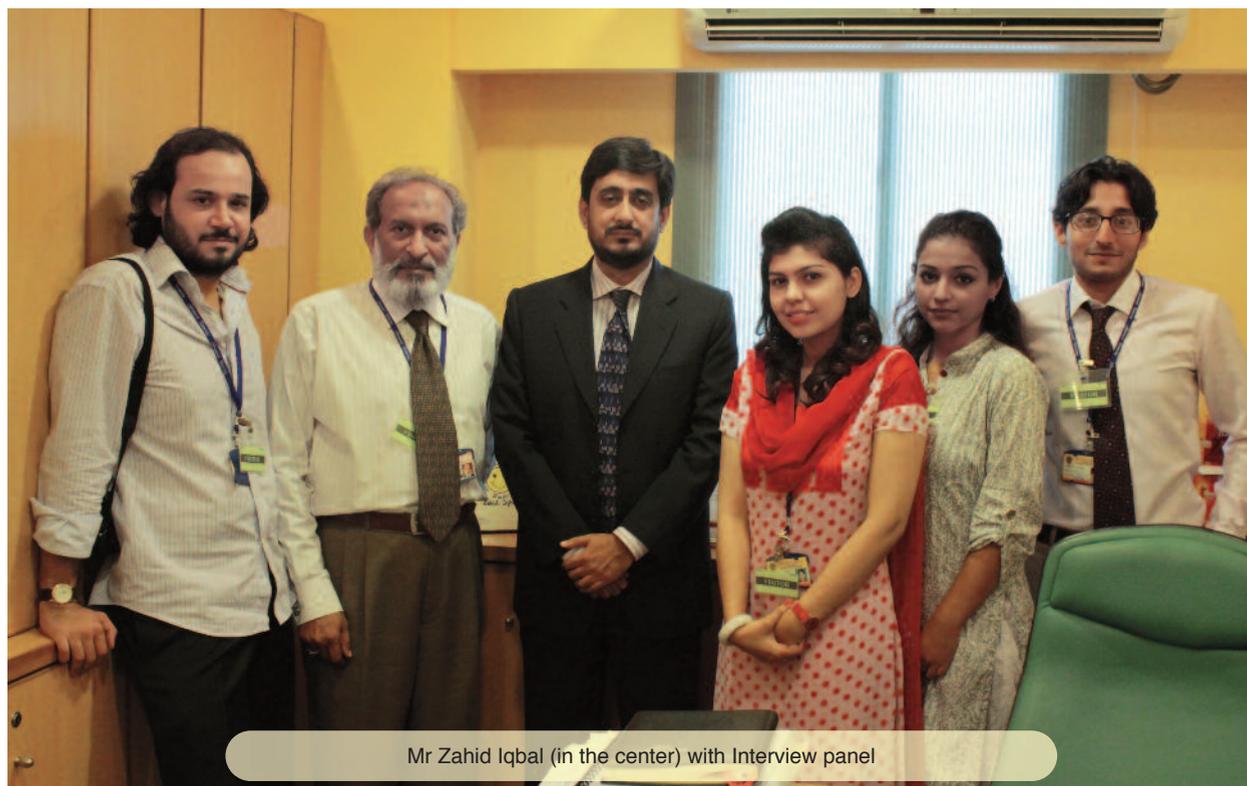
GU: Is there any message that you would like to give to the students?

Z I: Well, work hard! Most of the students coming to my class don't read books. So I can teach them whatever I want, and they won't question it. On the other hand, if you have read the material and you are well prepared for the lecture, then you will be able to ask questions, know what is going on. You are investing a substantial amount in your education in the form of fees, so you must at least try and get its worth while you can.

Interview by: Amna Abbas (BS29 2415)
Momal Sara (BS30 2479)
Omair Abbas (MS38 3293)
Shaiban Haq (BS33 2784)

Edited by: Omair Abbas (MS38 3293)

Photography by: Zaheer Ahmed Dada (MS37 3194)



Mr Zahid Iqbal (in the center) with Interview panel

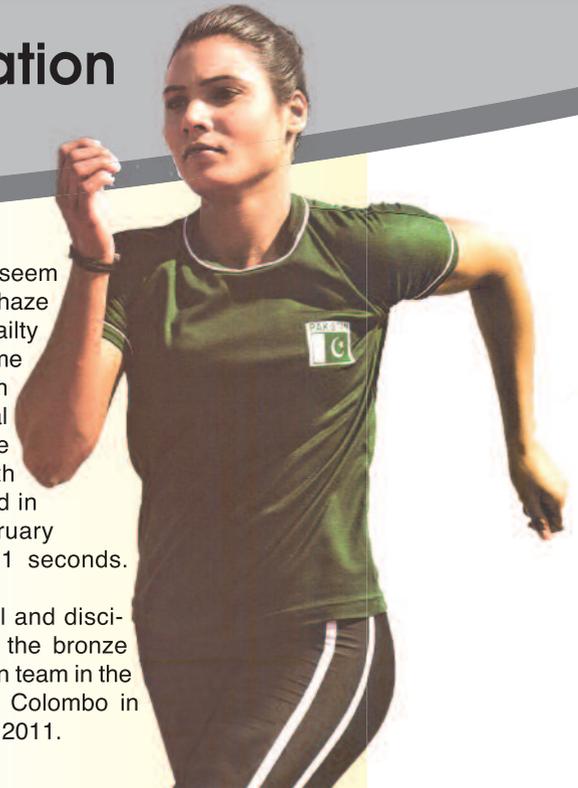
The Sprinter who Sprang Sensation



Naseem Hameed addressing the audience

THE sprinter, Naseem Hameed, who blew the haze of the foggy notion, 'Frailty thy name is woman' has become the fastest woman of South Asia by winning the gold medal in the 100-meter race. The event was the 11th South Asian Federation games held in Dhaka, Bangladesh, on February 9, 2010. Her timing was 11.81 seconds.

It was her determination, will and discipline that boosted her from the bronze medalist winner of the Pakistan team in the 10th South Asian Games in Colombo in 2006 to win the gold medal in 2011.



Ms Naseem Hameed with the faculty and students of Greenwich University

The President of Pakistan has appointed her Ambassador of Sports and she is also the Brand Ambassador of Mobilink. Naseem represented Pakistan Railways and Army at the domestic level.

Naseem Hameed visited Greenwich University on Saturday September 17, 2011. She paid great compliments to her parents and teachers who she said were the guiding forces in her career.

She called upon the students to work hard, in whatever field they choose for their careers, to become successful.

The Fastest women of South Asia reached Greenwich University well before the scheduled time setting an example for the youth.

She inspired the students by having an interactive question-answer session and answering all their queries.

Tahira A. Khan
Assistant Professor



Sabah Baloch presenting bouquet to Ms Naseem Hameed



THE students of Greenwich University organized the Turkish Mela at Sindbad Kids World near Nisar Shaheed Park, DHA Karachi, on July 16, 2011.

The objective was to provide recreational and learning opportunities. The language, culture and people of Pakistan and Turkey reflect historical and traditional richness and both countries share friendly ties and to make the bond stronger. Greenwich University has not only signed MOUs with Turkish universities but also had a Turkish Fest organized.

The venue was decorated with banners of 'Long Live Pakistan-Turkey Friendship' and 'Pakistan Turkey Dosti Zindabad'. Various aspects of Turkish culture, heritage, people, dresses, food, economy and progress were highlighted in the festival. This educationally enriching, entertaining and engaging festival of friendship showcases Turkish culture and heritage, which was presented by the students of Greenwich University.

There were families and children of all ages at the Turkish Festival. There were a large number of people who were fans of Turkish food and its culture. Stalls were set up in



Ms Tahira Khan with the assistance of the stalls and other students

order to show the culture and food of Turkey in Pakistan.

Different food stalls were set up and had the best of Turkish cuisine, including mouth-watering kabobs, vegetarian dishes, scrumptious desserts, and savories offered by some of the Greenwich students.

The Festival brought the Turkish Bazaar Culture into the hearts of the Pakistani people. The Bazaar culture is engraved in the Turkish way of life. The color, the variety, the noise, the crowd, the bargaining and all the chaos of the market place is an irreplaceable part of the Turkish culture. A leisurely evening was spent by the people in exploring the stalls, touching and feeling the items on display, bargaining for purchases and then sitting in one of the stalls with friends and having a cup of strong Turkish coffee or tea with kabobs.

Our Turkish Festival offered a full evening of activities that included musical performances, activities representing arts and crafts for children and adults. Visitors also enjoyed other much-loved aspects of Turkey such as its delicious cuisine, tradition of coffee fortune reading, shopping and entertainment.

The music was wonderful and the taste of everything was delicious. Activities and treats included coloring, games as well as Turkish delight, special Turkish waffle treats, ice cream, popcorn, cotton candy and much more.

The visitors also enjoyed the much loved aspects of Turkish culture. Students had a delightful evening as they kept themselves busy in the activities.

Moomal Sara
BS30 2479



Guest Speaker



THE students of Greenwich University attended a very interesting and enlightening lecture given by Agha Pir Muhammad, Program Coordinator, Media Studies SZABIST, Dubai. Agha Pir Muhammad dwelt on asking question, such as, who am I? what is the environment I am living in? who will talk on my behalf of the University? and what is the group

and its thoughts?

According to him, you will understand the world in a much better way if you know yourself. He emphasized the need to develop leadership among ourselves so that leaders can understand problems and present them with your point of view in a convincing manner to the people concerned.

The lecture was followed by an interesting question and answer session.

Iqbal Jamil

Head, Department of Mass Communication & Media Studies



Agha Pir Mohammad addressing the students

Agha Pir Muhammad said if you have knowledge about the world, you will understand the contemporary media very easily. Referring to the topic of his lecture, "Media in the National and International Arena". He told the students that the media is behaving in a strange manner nationally while the western media has become more mature and objective. Agha Pir Muhammad said that with the fast and rapidly changing trends in the media, it is necessary for media people to seek up-dated knowledge and be well informed about technological advancements. He said that to hold the interest of the viewers in these times of competition, media has to give what people like.

**First
know
yourself
then you
will know
the world**

— Agha Pir Muhammad

ROTARACT

Rotaract club of Greenwich Creek
Rotary International District 32271

ROTARY Club of Greenwich Creek actively participates in community service by mobilizing young people from Greenwich University and the community at large.

Board Members 2011-2012 –Rotract Club of Greenwich Creek

1. President (Abeer Ai Ansari)
2. Vice President (Sherbaz Khan)
3. Secretary (Sundas Farid)
4. Joint secretary (Zain Khan)
5. Treasurer Finance Committee (Zoya Sheikh)
6. Director, Club Service Committee (Zeeshan Dar)
7. Director, Community Service Committee (Syed Irtiza)
8. Director, International Service Committee (Qutub-uddin Sheikh)
9. Director, Professional Development Committee (Emad Mujeeb Sheikh)



Sundas Farid spreading polio awareness in under privileged areas in Karachi

Our youth is spreading awareness among the community by actively taking part in all NIDs (national immunization day). These are specific days that are designated by the Government of Pakistan in collaboration with WHO (World Health Organization) and UNICEF. The following pictures



Rotract Volunteer spreading polio awareness in small villages in Punjab

show the youth of Greenwich Creek actively involved in spreading knowledge.

This utilization of volunteer skills is a call to all others who would like to join our club for volunteer service as this goes a long way to help the community.

Inspired by Rotary's commitment to eradicate polio, Sajjida is a young college student in Karachi but hails from a tiny village called "Wahi Hasan" in Bhawalpur in Punjab. Sajjida took upon herself to approach the Pakistan Polio Plus Committee's office through her guardian in Karachi PP Tahira A. Khan RC Karachi Creek, to collect some social mobilization items, handouts and information (IE material) on polio to educate the village elders and disseminate social mobilization items to children, where she spent her summer vacations. Pakistan Polio Plus Committee appreciates the initiative and enthusiasm that Sajjida has displayed. The effort is truly commendable. We would welcome more volunteers to come forward and create grassroot advocacy in remote villages and regions, on the need to immunize every child under five with two drops of polio vaccine.

Zoya Shaikh
BS26 2033



The Vice-Chancellor giving badges to new Rotract members

Summer Experience!

GREENWICH University summer program was a one-month academic event conducted from June 28 to July 28, 2011. At first, I was unsure about my decision to enroll for the summer semester. But being the "Type A" personality, I made a list of pros and cons that ended up perfectly in saying that yes I should be taking the summer semester in order to complete my graduation. On Sunday, June 26, before I had to reach my decision, I logged online and read the details. I found them very interesting because the course outline and the credit hours were the same and the 3-month course was to be completed in one month. So I registered myself for the program because when I saw the fee, it was comparatively less than the normal semester fee. We just had to pay the course fee and none of the other charges. The requirement was that students had to have a minimum of 2.5 CGPA (on a 4.0 scale) or equivalent.

Greenwich University is one of the most research-intensive and academically competitive universities in

Karachi. The courses aim at stimulating thought and

intellectual development in an open and diverse environment. All courses offered count towards graduation. The summer program offered the same credit hours for every course which were offered for the normal 3-month semester.

Summer Program 2011 was designed and intended for those students who wanted to keep pace with their friends, especially for those who were unable to clear their courses and were left behind, and also for those who wanted to complete their graduation early, build academic confidence, and make friends. People take summer courses for several other reasons: make lots of new friends, earn credits towards graduation, become familiar with the campus, improve textbook reading, notetaking, and review skills, improve motivation and time management, receive help from tutors, other students, and a caring faculty, and earn higher GPA's with greater retention.

The Summer Program was a rich

and demanding academic experience. As we were allowed to take any 2 courses,

I took Business Ethics (with Ms. Sharmeen Lari) and (POM) Production Operation Management (with Dr. Syed Arshad Imam). I loved the classes as they were very stimulating intellectually. Even though I complained about how hard some of the classes were, I found them to be humbling; they pushed me to learn more and work harder. My grades were 'A' in POM and 'B' in Business Ethics.

I really want to thank Greenwich University because if this semester had not been offered, I wouldn't have been able to complete my graduation. I was left with a total of 7 courses and because I had the opportunity of taking 2 courses in summer, I will be done with my graduation by November!

Thank you
Greenwich!

Haleema Inam
BS30 2471



Words of Wisdom

We will have to repent in this generation not merely for the vitriolic words and actions of the bad people, but for the appalling silence of the good people.

— Martin Luther King, Jr.

DEAN'S LIST

Undergraduate — Spring 2011

		G.P.A
1.	BS30 488 Samar Fatima Rashid	3.83
2.	BS30 2467 Anumta Talpur	3.67
3.	BS37 3184 Maham Taseer	3.60
4.	BS33 764 Najwa Majeed Paracha	3.60
5.	BS35 2944 Hira Altaf	3.40
6.	BS36 3087 Fahad A. Farooqi	3.40

Graduate — Spring 2011

		G.P.A
1.	MS34 2856 Hyon Chol Jong	3.75
2.	MS37 3217 Syeda Sarwat Akbar	3.75

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

WELL DONE!

SPORTS

MUDD SPORTS 2011

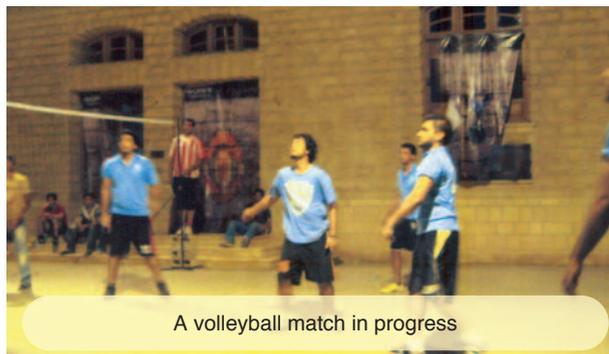
GREENWICH University took part in the Sports Fest 2011 organized by MUDD Sports and Indus Institute of Arts and Architecture. Following are the sports and their results in which Greenwich University participated.

VOLLEYBALL

Greenwich Volleyball team managed to reach the finals and secured 2nd position. The opponents were CBM, NED, Volleyballers Club, Mudd Sports and Agha Khan University. Greenwich played well and made it to the semi – final by beating CBM, NED and Volley Ballers Club. The scores were as follows :(Greenwich Vs CBM..... 2-0), (Greenwich Vs NED.....3-2),(Greenwich Vs Volleyballers club.....2-0).

Greenwich University played the semi-final with Mudd Sports and earned 2 points and did not give the opponent team a chance to score at all and made it to the final match. The final match was played against Agha Khan University. It was a tough competition and Greenwich tried its best but unfortunately lost to Agha Khan who secured first position.

Salman Aziz was the star from Greenwich University whose performance made Greenwich earn 2nd position.



A volleyball match in progress

THROWBALL

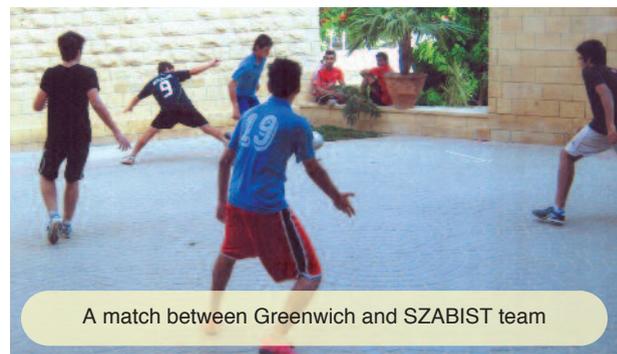
The Greenwich Throwball girls' team also gave a remarkable performance and made it to the semi-final match. The scores against the opponent teams were as follows: (Greenwich Vs IVSI.....2-3), (Greenwich Vs IBA.....2-3), (Greenwich Vs IVS2....3-2),(Greenwich Vs CBM....2-0).

The semi-final was played against Altamash team. Umme Aiman from Greenwich University gave the opponents a tough time but unfortunately was not able to score any point, therefore Altamash team scored 2 points and won the semi-final match.

STREET FOOTBALL

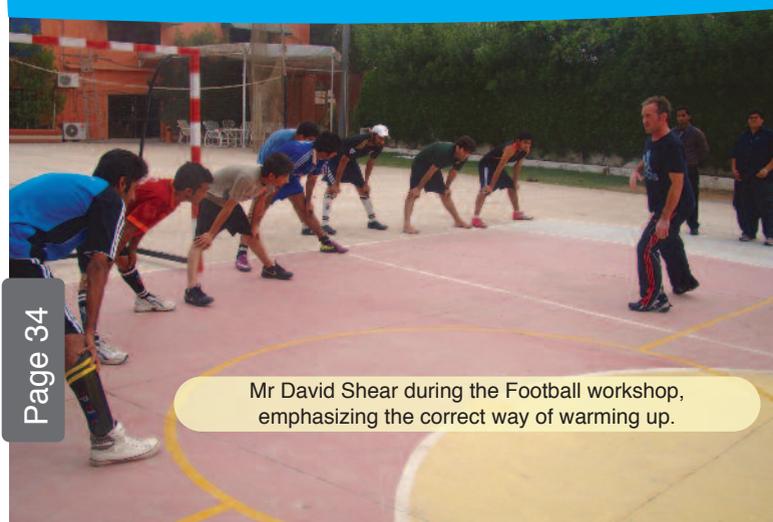
Greenwich University Football team proved themselves a great team by scoring 3rd in a tough competition. Following were the scores: (Greenwich Vs IBA.....10-2),(Greenwich Vs SZABIST.....7-6), (Greenwich Vs Team 16.....8-5).

Semi Final score: (Greenwich Vs Black Hawks.....5-6), Greenwich played against Hisham Club for 3rd position (Greenwich 3-0).



A match between Greenwich and SZABIST team

FOOTBALL WORKSHOP



Mr David Shear during the Football workshop, emphasizing the correct way of warming up.

A football workshop was held at Greenwich University on July 26, 2011. Mr David Shear who was a very famous player from England college team conducted this workshop for training the students.

He taught the communicative, tactical and technical side of this game. His session started with the correct way of warming up, stretching, dribbling and observing, chipping, long passes, short passes, reflexes exercises for goal keeper. Each student got a chance to play with the trainer and got to know his flaws. The rights and wrongs were em-

bedded in the students' head which improved their overall game performance.

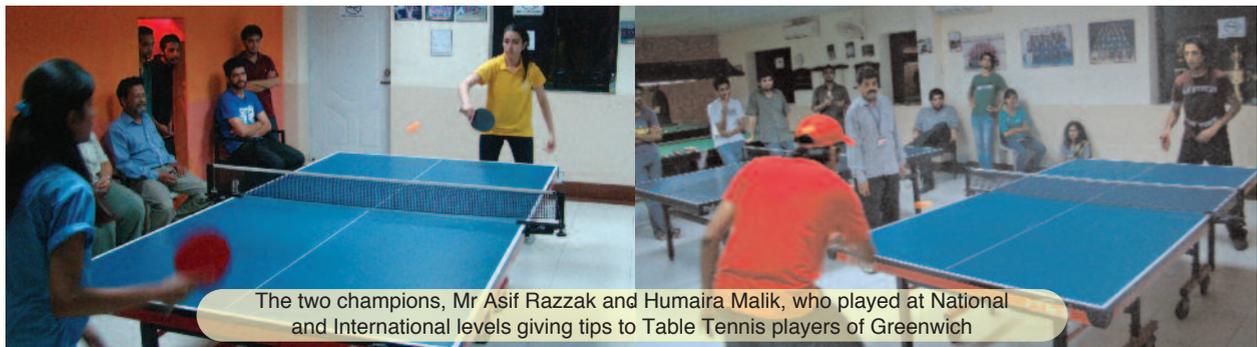
The trainer advised the students to keep themselves physically fit and to play football on a regular basis for achieving perfection. He also suggested that international matches should be watched live in order to learn tips and tricks from great players like Messi and Ronaldo.

The event was a success as it enhanced the students' skills of playing soccer. The students also learnt how to perform better and benefitted from this workshop.



Mr David Shear with the Football players and Manager Sports, Ms Sadia Sheikh

GREENWICH TABLE TENNIS WORKSHOP 2011



The two champions, Mr Asif Razzak and Humaira Malik, who played at National and International levels giving tips to Table Tennis players of Greenwich

A Table Tennis Workshop was held at Greenwich University. The event started on the 11th of July and ended on the 14 of July, 2011. It was arranged by the Greenwich Sports Administration headed by Ms Sadia Sheikh for the students. The event was a success as famous Pakistani table tennis champions were invited to train the Greenwich students. Asif Razzak and Humaira Malik were the two champions who have been playing on the national and international levels and were invited to Greenwich University in order to enhance and polish the students' skills.

The players firstly demonstrated the techniques of playing table tennis keeping the game's rules in mind. The most important technique is getting in the correct position; this develops stability which allows you to play your strokes the



The trainers with the Table Tennis players and Manager Sports, Ms Sadia Sheikh

correct way and provides a great base for moving to the next ball. When receiving serve, one should be able to cover the whole table with just a single step. As the rally develops you can continue to position yourself so that you can cover any returns your opponent makes with the least movement.

The second most important skill they taught the students was how to serve the ball, since a good serve will help you get free points if the opponent is unable to block or hit back. Apart from that they gave some tips regarding footwork, warm up exercises, different types of rubbers used for rackets and ping pong balls.

The champions practiced with the students teaching them the precise ways of playing forehand, backhand push, flip, chop, smash, block and spin. Each student got a chance to play with the trainers and got to know his/her flaws. The do's and don't's were embedded in the students' heads which improved their overall game performance.

The trainers advised us to practice and play table tennis on a regular basis to achieve perfection. As they say "Practice makes you perfect". We are thankful to our Sports Manager, Miss Sadia Sheikh who provided us a platform where we could learn the correct essentials that could help us become table tennis champions.

Sabah Baloch
MS33 2752



SPORTS GALA 2011

Greenwich interhouse sports gala 2011 was held from May 3 to May 18, 2011. The following games were played: cricket, basketball, football, volley ball, throwball and table tennis

The event was a good experience as the students got a chance to enhance their gaming skills and boost their confidence. Teri papa of green house was the all-round winner. The winners were given certificates in order to motivate them to perform better. Prize distribution took place on May 18, 2011 on the campus.



Interhouse Sports Gala: Yellow House vs Blue House



Red House



Winner Team: Blue House



Green House

FIFA FUTURO - III

THE futuro III course was held in India from August 5, 2011. The members' association of Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Srilanka and Pakistan participated in this event. Miss Sadia Sheikh, Manager Sports at Greenwich University, Karachi visited India to attend this course as a representative from Pakistan.

Two participants from each country association had to attend the course. There were a total of 19 members who came from different countries. The session went to start around 9 am and was followed by a tea break. After the tea break, the session

continued till lunch break and after lunch, the session went on till the evening. The instructors were Mr. Pargeeth Wijethilake from Srilanka, Mr. Mustafa M. A.AL-Sahli from Yemen and Mr Ahmed Sayed Al-Fatah from Bangladesh.

The training was given on how to manage an organization, association or a club. Ms Sadia Sheikh gave individual presentations on Human Resources, FIFA statutes, Club Organizing and Doping.

All of the members were given certificates by the Ministry of Sports, GOA Alberto Kolasco.



Ms. Sadia Sheikh, Manager Sports sharing her views with the delegates



Group photograph of the delegation from different countries



Ms Sadia Sheikh during the course session

My two cents on our collective future in this country

THE question that is so often asked by the analysts, anchorpersons, and the common man, from the politicians and the people who matter, the ones in power, is whether the future of our country will be better than what it is...whether things will change and we as a nation will walk on the path of prosperity. One such question was raised in a seminar. The speaker was an ex-member of a strong and old political party, who now is the host of a program aimed at the youth on one of our mainstream channels. The question started with a little background history of our politicians' performance...or the lack of it, and ended with the query about whether things will stay the same...with politicians coming into power, looting and rapping the motherland of its resources and money, corruption, illiteracy, etc, or whether the citizens of this land will one day get to become a part of a brighter future. The honorable guest answered in the most typical fashion of our new age politicians, and said exactly what you hear them say when asked similar questions on television. He said that all of us present there are the future of this country— the upcoming leaders. If we work hard and stay true to our motives, we will bring about this change. Our children will be born to a new age of prosperity.

A few days earlier, while taking a class, the topic veered off to politics and one of my classmates happened to say something of a similar nature. Addressing the lecturer, he said that the youth of this country will bring about a change, that with time they are becoming more aware and it is only a matter of time that we will get to see the difference. I disagreed with both these gentlemen. The first gentleman, I believe, was speaking what would be the right words at the time and being diplomatic and motivational, also fulfilling the requirement of his show in doing so, while my classmate seemed to have rose-tinted glasses on, or perhaps a case of naiveté or overzealous youthful exuberance, though in this case both are equivalents of each other.

The truth, or the ground reality, is very different here. The number of people below the age of 30 in Pakistan constitute around 65% of the total population. A very promising figure at first glance, though in reality the situation is not as good as it seems if we begin to scrutinize this segment. First, we take out the youth living in the urban centers, and separate them from the ones living in the rural and backward areas of the country. Promising, anyone? Of these people in the urban localities, take out the students from the top 10 or 20 universities and colleges of all types, the students from all the English medium and/ or private schools, and what do we have then? Perhaps a very minute figure in comparison to the one given at the start. Of what is left here, take out roughly 75% of the female youth, still perhaps an understatement, although it should be much higher than this. Of these, some don't even complete college and are married off to start a family life, while others complete their education, start a job somewhere, and are then married off and start a family life. Of the 25% females left, let us assume

that they are our new hope. Over on the male side, a similar pattern can be observed. 75 – 80% perhaps coming from the middle class or the elite class, with the aim of either working hard and moving abroad, working hard and having enough luck to find a job here and starting a family, or maybe continuing the family business and spending the hell out of the black money that has been made, living life to the max. The majority of this urbanite, enlightened youth is a passive entity. The very few that are now left are assumed to be the active youth, who want to bring about a change in society, and want to work for its betterment. This percentage figure is still very optimistic, but just for thought, how many people does it constitute? Fifty thousand people? One hundred thousand out of a total of 180 million?

Blink and you will miss them. These people didn't come overnight. As if to say this is today's youth and yesterday they were not there. These people wanting to make an effort have been there for the past 20 years. Maybe there were people perhaps 20 – 30 years before our existence that wanted change. These people might have worked hard to get into the civil service, government institutions, and such. So what happened? We are still where we were. Weren't things supposed to change? The entry of these people into the Government meant the end of corruption and the start of efficiency, care, and prosperity, did it not? Where is it? Why do we still not get anything done without red tape, bribery, and the right connections? Where is the revolution that was supposed to come with the entry of these people into politics? To be very honest, it isn't coming, so don't wait for it.

Starting a political party requires insane amounts of money, international support, the backing of a lot of power players, deals, a large voting base from the people of your villages and province, and what not. None of this can take place while keeping your slate clean at the same time. So the youth wanting to bring about revolutionary change stay impotent in their efforts. Joining an existing political party...well, which one of them is looking out for the interest of the people? And you don't get to have a say...you do what you are told, and what you are told to do won't match what you set out to do by an extremely long shot.

Corruption runs deep in our psyche; it is embedded like a leech into its very fabric. Starting from the elite, who indulge in it in order to maintain their dominance and avoid falling into the lower classes, or simply to be able to afford better and better luxuries, to the middle class who do it for the same reasons or to save enough to be able to retire comfortably, to the poor, who do it to make some easy money or just to pay for their second meal. Corruption is not limited to only one class, and is not prevalent in any one type of institution. Therefore, it is not merely a question of identifying the problem and then looking for a solution and initiating the right action. The right action here does not exist.

Omar Abbas
MS38 3293



CULINARY DELIGHTS

BEFORE your guests arrive, before a single dish is prepared, assure yourself that every detail will come together perfectly with the experienced professionals at home.

Mom, daughters, sons and even dad are busy preparing for the Sweet Eid celebration which comes with the culmination of Ramadan, 29/30 day month of fasting for the devout Muslim.

Once the lucent hazy sliver of a crescent is viewed, there is a scramble to the grocery stores for vermicelli, milk, dried- fruit, sugar, and fruit. Then there is the chicken, meat, mincemeat and vegetables, sweet meats, marzipans, nougats, and the likes.

Dad looks most willing to display his plastic platinum card and mom runs helter-skelter like a chicken without a head who never shopped through the year for stuff which she thinks she needs to display on the table the following day...Eid Day

Clothes all ready, shoes bought, last minute cosmetics, sis again, bro and his car polish and freshener. Oh and how could we have forgotten the intricate henna designer? Seek her, sought her, oh, yes, she is at my friends' place already applying intricate henna tattoos. That's where I need to go for a couple of hours only after mom shops till she drops. Dad agrees to drive me there while bro goes gun- toting the city with his friends. After all it's Chand Raat! Ou La la! Bro is to pick me up at mid- night from my friend's place.

Ok, so dad spent a packet on stuff that we NEEDED for Eid day. As soon as we come home mom gives all the stuff to the **help at home** with instructions to make the sheerkhorma and the rest of the meaty sweetie stuff. All done she gives her clothes for ironing. Oh what a day she's had. Dad sympathizes with her and agrees that the poor kids have worked so hard to get it all done for the day.

Eid day begins with dad and the boys trotting off to the mosque. Sorry women aren't allowed, it seems. But why not? I don't understand. I always thought Eid congregation is a family affair, like in most civilized countries it is. We all went to the mosque as it was for the entire family to congregate, pray and meet with others in the neighborhood. The cleric is an overall educated theologian.

As the male chauvinists come home there is a delight of hugs and embraces everyone wishing each other and kissing cheeks two to the dozen.

Soon there is a string of guests and relatives who appear at the front entrance being ushered into the living room all lit and cooled for the comfort of all. Mom goes at me, go on serve your guests what you made my darling. What I made? OMG!

Oh yes, try some savories and this is the sheer and of course the cheese and noodle with vegetables. Only this special cold drink was a concoction of mine..... Minute-Maid mixed Dew and a squirt of lemon with crushed mint leaves on the rocks in tall slender holders, with more in goblets... 'The kebabs are a must as dad likes them a lot'. 'Oh how did you make them my dear?', quipped a guest.



'Ah, uh, well', mom took over from there and of course I went red and pale. Why am I here? I need to be with my honest friends who know I don't cook for the love of good food. Bless our culture. Well the kebabs go like this:

Ingredients:

One kg undercut mince
Two tablespoons bread crumbs
One tablespoon ginger & garlic
Two tablespoons yogurt
Four green chilies finely chopped
½ cup mint leaves finely chopped
Two teaspoons roughly ground coriander seeds
Salt to taste
½ cup oil for frying

Method

Mix all the ingredients, and then form 6 small flat patties and poach-fry in shallow water and 1 table spoon oil. The kebabs will cook in water and finally brown in the oil on both sides. Redo the same procedure with the next 6 and so on. This is how our domestic help makes these delicious kebabs. This is served with a dip of yogurt, mint, sesame seed paste and salt with a filo-pastry wafer crisp round flat bread. (Lashay wali purie) You can make filo pastry, although the process can be difficult. It is most easily made using a pasta machine to get the sheets of filo to the required thinness. Below is a recipe for homemade filo:

Ingredients

2-cups of flour
One teaspoon of salt
Two tablespoons of olive oil
1/2 cup of lukewarm water

Preparation

1. Sift together the flour and the salt into a bowl.

2. Add the warm water gradually - stirring to form a stiff dough.
3. Place dough on a pastry cloth.
4. Measure out the olive oil, putting some on your hands.
5. Knead the dough, incorporating more of the oil in as the dough starts to stick.
- 6 Knead until you have a smooth, elastic ball of dough and almost all of the oil has been incorporated.
- 7 Roll the dough in the remaining oil to coat the entire ball. Place the dough in a clean bowl and cover with a clean cloth.
- 8 Allow the dough to rest for two hours in a warm spot.
- 9 The dough can be stretched by hand (an extremely complex process) The finished dough should be thin like tissue paper. Freeze.

Method

Deep fry in hot oil or bake in a hot greased pan. Best results when used straight from the freezer.

Now if we were all to go to the mosque community center and take one dish per family, it would suffice for us and others to savor as well. Dad could save a considerable amount spent at the grocer's for the face saving of the Eid day spread. Also this would save me the embarrassment of being asked how I had made so-and-so.

Besides our domestics would get a chance to meet one and all, be shoulder to shoulder and savor all that he/she may make for us on later occasions. Also there would be more time for constructive activity with less of the lie indicator going oh yah?? Imagine the saving of electricity if we all didn't have so many visitors whom we would have to meet with. Consider so much for a pliable situation of sorts till the next time you put your thinking caps on.

Tahira A Khan
Assistant Professor

Rebirth

(fiction)

Living out the dream.....

Life, as I knew it, could not be more perfect. The girl of my dreams, who I had met in college, was working with me in one of the better Bio-Tech firms out there, and we had gotten married around 3 months ago. I didn't need any drugs; life itself was getting me high, and it seemed like all the hard work, discipline, and faith paid off way more than I had expected.

And then it got even better than that. One of the leading firms in Bio-Technology globally, Meridian Corp, sent us offer letters to work for them. They were growing at an exponential rate they said, and to keep pace with those developments, they needed the best and the brightest minds to work for them. It was an offer, as they say, we couldn't refuse.

Within a month, our resignations to our current employers had been tendered, and me and my wife had packed up all our stuff to leave for the new place. The reason we were packing, I might add, was because Meridian's whole facility was located on a huge island just off the coast of the town that we lived in. To say it was the state of the art would have been an understatement. It



had a production facility, a complete housing and recreational space for its staff, a small port wherefrom the cargo, and the people coming in or going out were handled.

Did I mention it felt like a dream come true? It definitely felt like that, but what happened was a completely different story altogether.

My name is Samuel Mayer. "Sam" is what most of them call me. I don't stand out from the crowd too much. I'm just a regular guy. Height close to 6 feet, an athletic build, very short, dark hair, and a pale complexion; my wife says it's my gray eyes that have always attracted her, so I guess that's my best feature.

I'm into gadgets in a big way. If something new has come out, I have to check it out. I like hanging out and spending time with my mates, mostly in bars where we get a few rounds of drinks over a discussion on work, shows, whatever, or going for a round of bowling on the weekends. But none of this takes precedence over the two things that I cherish the most; my passion for science and through it a desire to serve humanity, and my wife, the love of my life.

When the big day came, it all seemed to whiz by like a flash. Our first day at Meridian Corp; so much was going on, so much to take in so little time. By the end of the day, we just crashed on the bed and literally passed out. It was only in the morning that we realized we were in our new flat, courtesy Meridian. The celebration was pretty passionate, but we realized that we were getting late for our first day at work and so just hurriedly got ready and going.

The first few months passed by quickly, and the going was great. Me and my wife were working in the same department, though our places of work were on different levels, so we didn't get to see each other that often, share a few lines of praise and love for each other as often as we used to before, but we got used to that. We would sit together at lunch, share whatever was going on, and it felt good. Later on when we used to go home, we would relax for a bit, and then get everything in order for the next day, and after that it was our time. Sometimes we would go out, other times we would call the friends that we had made at Meridian over to our place and order something to eat over a movie, or just go out for a long drive on one of the most serene islands of the world.

The frailty of a house built of cards.....

Life, I found out, is not just about success and happiness. Sometimes it has a bad habit of crashing down on you, a rude awakening from your most intimate dreams. Sometimes, I found out, there are things that are out of your control. Things that leave you confused...things that you can't find a solution to, no matter how hard you put yourself to it. There are only assumptions based on how you perceive things, on what you believe might be causing a particular effect. Sometimes, when it comes to people, it becomes very hard to pinpoint that cause, the cause which is breeding that change in emotion. 5 months had passed since we came here. Around a month ago, things started to go downhill, just a little at first, and then a little faster. I got promoted, my wife did not. At first it was okay. But then things started to change. She grew quieter, a little less chirpy than she normally was. Was the spark going out? Was it my promotion and her not getting it? Workplace jealousy? An aff...GOD NO!!! I would dare not think of such a thing for the woman of my dreams. But a million questions still revolved around my

head, and the answers were not coming. The exuberance that I used to see on her face was gone. The intimacy seemed to be fleeting. Conversations had started to feel... I don't know. It was as if she was slowly building this wall around herself and shutting me, or someone, or something out. I tried to confront her about it, but I couldn't get anything. Nothing seemed to be working.

And then I decided that I had to get to the bottom of it no matter what the cost. I suspected there was another man involved, as she would often go out on the balcony when she would receive a call, or wanted to go out for a walk alone to get some time to herself. This was never the case before. So I decided to follow her. It was almost dusk, so there were still children on the streets with families making the task of following her that much easier.

She went and sat on a bench under a tree, as I watched from a distance. Soon enough, I saw a figure come over to her and sit next to her. I watched as they sat talking for what seemed like a good 15 minutes. And then my heart seemed to shatter, cut apart slowly with a knife as his face seemed to come near her, and stay there for what seemed like an eternity. My knees shook, and I felt a trickle going down my cheek. I was finding it hard to breathe, so I just sat down and cried. Relationships can seem to be so strong when times are good, the bond seems unbreakable, the heart feels invincible, yet in that moment, it felt as frail as a house built of cards. A gentle blow, and it all comes crashing down.

Project R

I began to dig deeper. I needed solid proof. I don't know how, but I gathered my wits and stayed strong, told myself that it must be something else. At night, when she would be asleep, I would go through her PDA, through her files to see if I could find anything. But I was getting nowhere. And it was killing me inside. And then one night, a message about some Project R came. And then I started to see messages related to that more often, but couldn't figure out what any of it meant. I called in sick one day, and that was more of an excuse to go through her stuff to chance upon something. Sure enough, as I rummaged through one of her drawers, my doubts came to a rest. I found a file, amongst a few others, lying in one of them.

As I opened it, and started to read, it felt like a wave of dizziness passing over me. I did not know what I was thinking, or whether I was thinking at all. The contents mentioned a project being carried out at Meridian in secrecy by the code name R. The knowledge of its existence was limited to the scientists working on it, along with the people at the topmost levels. However, someone working at the company, but outside of this inner circle, found out about it, and he decided to spread the word to his most close confidantes, and it seemed like my wife was among those.

The report gave further details about it, stating that it was in effect financed by the defense department, and was an experiment on the deceased people to bring them back to life with artificial organs and a set of viruses. Research carried out so far had been successful, and these undead humans had different stages of evolution. At first, they are kept in incubation chambers and

fed artificially. After a month, they were taken out to develop limb movement, and coordination. During this time, they began to develop a desire to kill and eat human flesh. Subjects from Africa are brought in and fed to these undead. These undead beings, these zombies, exhibited a growing intelligence whenever they ate humans, and seemed to grow smarter. After another month, they developed the ability to speak and communicate in basic language. After this, the trainers were able to control them and give them orders through a device implanted in their brains. It all read like a script from a bad sci-fi film, and as unbelievable.

There was a plethora of further pages with chemical formulae, theories, etc; everything to back up this intelligence report of sorts, but my mind refused to take it.

The defense department planned on making this army fight its wars. A very cheap alternative in the long run, and it had the best company working on the project.

This person and his group of confidantes, my wife among them, were to somehow gain access to the most secure data in the company related to this project, and make it public, to somehow put an end to this madness. Feelings of relief washed over me that it wasn't some other that she was falling for, as well as feelings of worry and sadness about her safety and that she did not confide in me even though we were so close. I decided I was going to apologize to her when she came home later in the evening. Evening came, but she didn't.

Rebirth

After a whole week of searching the island, nobody could come up with anything. People came to console me, and we had a small funeral procession, without the body. I don't know how I lived through that. But something inside just carried me along, even though the whole week I could hardly eat, hardly sleep, hardly live. After a week, my boss recommended that I see a psychiatrist to help me cope with the stress. The guy recommended some anti-depressants, and more than anything they just left me numb. I wondered if that is how the undead creatures, or humans, felt. That feeling of nothingness.

A month passed like this. I had started to get back on my feet in a way, tried to lose myself in my job, keeping myself busy to block out her memories. Deep down I knew it was unhealthy, but right now it seemed the best thing to do. I had avoided my



friends for a long time now, obviously, but they had started to become very persistent now. So we decided to go for a round of drinks after work.

One day, as I sat in my lab working, a friend came over and asked me that my boss wanted to see me. As I sat in front of him, he stared at me expressionlessly for a while, and asked me to join him while they go to the Experimental Research Wing of the Meridian facility. I never got to know what that was. And nobody else I had asked knew what it was either.

At the door, he entered a code and we went inside, and were thoroughly scanned. I could not figure out what the facility was, so I kept following him. At last he spoke. And he told me what I had read in that file my wife had with her. He told me how Meridian was working on a special project for the department of defense and how it was going to multiply the already vast fortunes of the company. He told me about the development of the artificial organs, the transplants, the research on gene seeds and their implantation, the whole process of bringing back the dead. We came to a room which had all these incubation tanks inside, lifeless bodies floating inside.

We stopped at one, and then he told me to turn around.

When I did, I almost passed out, as the body of my dead wife floated in that tank before me. I looked at those shining eyes which had so much love for me inside them, staring back at me, without a glint of life in them now. He told me that she had died in a hiking accident, and that her body had been found much later. And so they decided to give her this chance of life again to see if she could live and be the same person again. Right then I was speechless. I wanted to tear him apart. For all I knew, they had her killed, defiled her, and put her through this, and now they were justifying it. But I could not do anything.

I went home, and now here I am writing this story. The story of my life. I want vengeance, but I am weak. I cannot take them on alone. I am helpless. This is me giving up. There is nothing left for me to live for, and so I must go as well. The revolver next to me seems menacing, and I feel as if it's shouting at me to just do it quickly and get it over with. I guess it is time for me to go....

to be Continued.....

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Divorce: a practical option for some Marriages

“ Relations are simply a tedious pack of people who haven't got the remotest knowledge of how to live, nor the smallest instinct of when to die ”

— Wilde, The Importance of Being Earnest

Eons ago the Devil devised a scheme to use Eve as a tool in conning Adam into eating the Forbidden fruit. This led to the abandonment of the two suckered humans on the planet we now call Earth. As a form of punishment, they were separated from each other and it took them decades to locate each other's whereabouts. Their first exchange of words are unknown to mankind. However, it may have been something like this:

Eve: Adam! I'm so glad I finally found you! I crossed smoldering deserts and treacherous mountains in hopes of finally laying my eyes upon you.

Adam: I know just how you feel, I've been looking for you, too. Since you're the reason I got kicked out of Heaven, I want a divorce.

Marriage is an institution of holy matrimony that has been practiced for centuries; it brings together two sleeping people only to wake them with a slap of reality so that they can begin their first and countless sequential rounds of fights. Only two "D"s can end these fights, the first being Death, and the second, Divorce.

Some look at a divorcee as a disgraceful, dishonorable, and scandalous person, while others perceive a divorcee to be an extremely fortunate person who just acquired an enormous amount of freedom. A famous Dutch proverb suggests that a deaf husband and a blind wife would make the happiest couple.

The decision to marry is something that a person needs to devote his whole mind to. A wrong decision could lead to marriage being the type of romance in which the hero dies in the first chapter. Marriage was never meant to bind a couple into a lifetime of complete disappointments. Its purpose was to unite two compatible people into living with each other as a family for the rest of their lives. However, no relationship is perfect and every couple has to face its

deal of hardships. Only the strong ones survive and blossom into tougher relationships while the rest fail miserably.

Conservative minds believe that it is better for a person to wade through the impeding medium of marriage and shun the idea or possibility of ever turning to divorce. Nowadays, divorce seems to have become just another notch in the belt of life. The rate of divorces has significantly increased in the last few years as women have become more independent, allowing both parties of a marriage to have the rights and effective powers when carrying out a divorce.

There was a time when the idea of a love marriage was frowned upon and arranged marriages were of a more conventional nature. During that era, there was a lower rate of divorces. It is in these recent times in which love marriages have become more popular and acceptable in society thus increasing the divorce rate.

There are various reasons for a marriage to fail. Unfaithful spouses, feeling of abandonment, lack of positive communication, and physical abuse etc. Faults can arise in either the husband or the wife. In some cases, all a couple desperately requires is proper marriage counseling and the sparks that once existed between couples could be reignited.

Unfaithfulness within marriages is a reaction of a spouse to the real breakdown of a marriage. Adultery occurs in over half of failed marriages. Spouses may be unfaithful consistently during an affair, occasionally, or just once in a one-night stand. This could be due to resentment or anger between a husband and wife. If a husband or wife fails to communicate with the spouse and goes on to being unfaithful then it shows that a couple has lost its values. The factor of honesty no longer exists between them. In such instances, it is better for a person to separate from their spouse and lead a life of honesty rather than betrayal.

At times many couples start losing their ability to effectively communicate with each other. After having lived with a spouse for a number of years, it may become apparent that the couple has become unable to communicate in a normal, meaningful fashion. When either of the spouses is unable to avoid verbal exchanges during a conflict, things heat up and sometimes reach a saturation point from which there is no going back.

Where either spouse is frequently using abusive long way towards children or each other, the other spouse has clear grounds for divorce. Physical abuse includes violence, fighting, manhandling, and physical bullying of an individual. Psychological and emotional abuse can be as seemingly harmless as verbal insults, and can manifest itself in taunting, humiliation, intimidation, and consistent negative reinforcement. In today's world a woman can stand up for herself to an extent where her husband fears to abuse her physically. Whether the abuse is physical or psychological, it is inhuman to get into such acts, especially with the person with whom vows have been exchanged.

Biologically speaking, humans' preference is to pair for about seven years before changing mates. While well matched couples will, naturally, stay together for much

longer than this, and possibly for life, most do not. Some couples will eventually grow distant, uninterested, and eventually bored with each other. Such divorces are often the least bitter of all, and often end amicably enough.

Religious and cultural strains play a major role in a couple's relationship and lack of respect for each other's values and beliefs causes stress upon the relationship. Couples of mixed ethnicity, religion, or from significantly different cultures may find themselves being pressured by the expectations of their spouse, or their spouse's culture to conform to the ideals of the other. Most parents prefer that their children be of the same religion as themselves, which immediately creates tension even in relatively happy multicultural marriages.

When a couple bears a child, love is divided. Most of the share goes to the child. It is because of this love that some parents become overly protective about their children and arguments, disagreements start to erupt between parents. Each parent feels that they have a better upbringing plan for their child. Serious disputes over the appropriate upbringing of a child are often enough to provoke an application for a petition of divorce by a parent. Cases of neglect and abuse are especially pertinent here. However, simple disagreements over which choice of school to send the child to or incompetence in dealing with inappropriate behavior from children is also a common reason for divorce.

Money is the root of all evil. Without money, a couple ceases to exist functionally and may become dysfunctional. One of the most common reasons for divorce is economic strain or collapse of the family. Every couple has to deal with money at some stage, and when there is not enough to go around, differences in temperament and priorities are brought to a head. Even if a couple survives debt, there can be disagreements over the allocation of money and resources within the marriage and hence these differences can often be enough to end an already irritated relationship.

Our lives are subjected to all sorts of emotional attacks. What doesn't kill us only makes us stronger. Marriage is a tradition that has the potential to bind a person to physical and mental torture all at once. Indeed it may bring happiness to a couple. However this is only possible if both members of this relationship are honest, compassionate, radical and most importantly loving to each other. They must be able to appreciate and acknowledge each other for who they really are. In the world we live in today, there are countless disagreements and conflicts that may eventually lead to a divorce between a couple.

It is better for a person to quit being part of a dysfunctional relationship and allow himself to embark on a quest of finding a compatible spouse. It is for this very reason that a divorce was invented. It should be viewed as a resourceful tool that grants two individuals an untimed "hall pass" to live their life without any regrets.



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